Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

November 20, 1961
Volume 32 • Number 47
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill. *Copyright, 1961 by Advertising Publications, Inc.*

THE NATIONAL NEWSPAPER OF MARKETING

Dailies' National Linage to Gain With Sales Drive in '62: Lipscomb

BofA Head Tells SNPA of Forthcoming Targets in Autos, Beer, Candy

BOCA RATON, FLA., Nov. 15—Competition for national and local advertising dollars and the continuing battle to control production costs were frequently mentioned problems as the Southern Newspaper Publishers Assn. held its 58th anniversary convention here this week.

Charles T. Lipscomb Jr., president of the Bureau of Advertising, American Newspaper Publishers Assn., brought the bad news that an anticipated late 1961 resurgence in national newspaper linage has failed to materialize. Newspapers, he said, probably will be down 5% in national linage for the year.

He was confident that 1962 will be better, partly through aggressive sales efforts by the BofA. He said the bureau already has made 80 "target account" presentations in behalf of newspapers. Without disclosing particulars, he said one-third of these "have produced business that wouldn't exist if we hadn't put on these sales presentations."

■ Mr. Lipscomb identified some of the accounts which the bureau hopes to approach. In the near future, he said, a sales team from the bureau hopes to tell the newspaper story in a target presentation to top Chrysler officials, its first move into the auto field. Meetings of the bureau's directors also are scheduled with Ford and General Motors in December, but these are not

(Continued on Page 117)

New Gas Brands May Tell End of Super Premiums

Gulf Denies It's Trying to Start Any Gasoline Price Wars

HOUSTON, Nov. 15—The new grades of gasoline introduced by Humble and Gulf (AA, Nov. 13) have two purposes, oil marketing men agree:

• To compete with the so-called unbranded fuels by putting "fighting brands" of gas on the market in the lower octane range.

• To pave the way for the discontinuance and disappearance of

(Continued on Page 118)

STAR STEW—*Armour & Co. will launch a new push in January for its canned meat products with full-color page ads like this one in six magazines (story on Page 10).*

Computer vs. Brain in Media Picks Is 4A's Issue

Matthews Hits Use of 'Engineering Calculation' in Selecting Ad Vehicles

For other news and pictures of the Four A's meeting see Pages 3, 6, 10 and 111.

NEW YORK, Nov. 16—Electronic wizardry buzzed its way into the annual eastern conference of the American Assn. of Advertising Agencies this week, sparked by Batten, Barton, Durstine & Osborn's "breakthrough" via the use of computers for linear programming of media.

Electronic brains have been invading agencies for months, but BBDO's announcement *(see story on Page 6)* tended to bring the adman-vs.-machine issue into focus. And the Four A's conference provided a platform. Here is what some of the speakers, pro and con, had to say on the subject:

William E. Matthews, vp and director of media relations and planning of Young & Rubicam, seemingly with BBDO's "breakthrough" in mind, told the Four A's media session, "Media selection is a response to life; it is not an engineering calculation."

In a talk titled, "There's Always Another Set of Numbers That You Don't Have," Mr. Matthews asserted, "The moment we are able to put it all on punch cards—the moment we cast our lot on a tenth of a percentage point or on 5¢ of cost per thousand; the moment we run a linear model through a computer and believe we have the final answer—that moment we have

(Continued on Page 110)

'Shun Intramural Fight' . . .

Stay United, Marshall Warns Elements of TV

Charge More, Cash Urges at TvB Meeting; New-Style Ratings Urged

DETROIT, Nov. 17—The television industry heard a terse warning today to band together and avoid the "intramural battles" involving local, spot and network tv.

The warning, laced with defensive overtones, came from Glenn Marshall Jr., chairman of the board of the Television Bureau of Advertising, at the TvB's annual meeting at the Statler Hilton here.

"Magazines today have learned to promote all magazines, newspapers promote all newspapers; and all against television," Mr. Marshall said. "Certainly we must see to it that our bureau is kept free of intramural battles so that it can concentrate on the bringing to television of new dollars from old and from new advertisers."

Mr. Marshall, who is president of WJXT, Jacksonville, explained that the role of TvB is to promote all phases of tv, and not just local or spot or network. If the bureau were to concentrate on just one form of tv, new bureaus would have to be created to handle the other portions of tv that the TvB now handles.

■ "Suddenly we would find we had three TvBs," he said, and the "prime and easiest target" for each would be the clients of the others, resulting in a spectacle that would "delight our newspaper, magazine and radio competitors." Television, meanwhile, would be helping the competition "as we undermine confidence in each form of television as we attempt to sell just one form."

■ Mr. Marshall, opening the convention's business session, warned that "if tv fights with itself, if TvB fights with other TvBs, if

(Continued on Page 109)

Canadian Economy Rebounds, Billing Up

Canada has recovered fully from last year's economic slump and signs point to continued improvement, ADVERTISING AGE reports in a special Canadian section, starting on Page 63.

The section includes stories and charts on agency billings (they're up 5% in 1961), trends in media (their gross revenues will hit a record $582,700,000 this year), French Canadian advertising and the Canadian advertising year in review.

Agency-Client Relations Talk at AFA . . .

Weir Hits 'Theatrical' Hiring, 'Blithe' Firing

D&C Exec Blasts 'Comic Opera' Solicitations of Florida Citrus Account

HERSHEY, PA., Nov. 14—The "comic opera" solicitations for the Florida Citrus Commission account, the "blithe manner" in which agency-client relationships are severed and the "theatrical manner" in which they are established were roundly condemned last weekend at the second district meeting of the Advertising Federation of America. *(The Florida Citrus Commission talked back. See story on Page 12.)*

Walter Weir, chairman of the executive committee of Donahue & Coe, also criticized the Hill & Knowlton survey of 180 "thought leaders"—done for the American Assn. of Advertising Agencies—by saying that "the wrong people have been interviewed." Instead of the educators, editors and other "thought leaders," Mr. Weir said, Hill & Knowlton should have depth-interviewed 180 advertising men, "for, whatever people think about advertising, our performance as advertising practitioners has either abetted them or discouraged them."

He criticized account solicitations with the comment: "When one seeks a surgeon for an appendectomy, he does not require that a prospective doctor first demonstrate his skill through the performance of a free tonsilectomy. There must be a considerably more intelligent method of selecting an agency short of filling out a 16-page questionnaire."

■ He said advertisers must realize "the dangers of shifting millions of dollars on a silly whim" and recognize that they "have much

(Continued on Page 118)

Last Minute News Flashes

American Oil Co. Shifts TBA Line to MacManus

CHICAGO, Nov. 17—American Oil Co. has shifted advertising for its tires, batteries and accessories products from D'Arcy Advertising to MacManus, John & Adams, Bloomfield Hills, Mich., effective Jan. 1. The TBA products, which are marketed under the Atlas trade name, will bill an estimated $1,500,000 this year. MJ&A also handles American Oil's institutional advertising; D'Arcy has the rest.

Helene Curtis Seeks New Shop for GayTop, Endac

CHICAGO, Nov. 17—Helene Curtis Industries will begin talking to agencies next week about GayTop hair dressing and Endac blemish remover, which will be moved out of Edward H. Weiss & Co. Helene Curtis said it was looking for "new evaluation and thinking" for the products, which will bill about $1,000,000 this year. Weiss will continue to handle Enden, Tender Touch, Stopette, Tempo and King's Men toiletries.

Gardner Adds Mimi; Revamps Marketing Unit

ST. LOUIS, Nov. 17—Gardner Advertising Co. is reorganizing its marketing department into three groups, each staffed by media, research and marketing specialists. The groups will handle integrated marketing services for specific clients. Frank E. Heaston, vp and marketing director, will handle the new marketing setup. The agency also announced its appointment by Crisp Products Inc., Warminster, Pa., to handle Mimi, a fabric conditioner.

(Additional News Flashes on Page 109)

Revamped FTC to Handle Cases Quicker: Dixon

But Power to Issue Temporary Desist Orders Would Help More, AA Told

(For a report on criticism of the FTC by Brown & Williamson's John W. Burgard, see story on Page 36. For an account of Mr. Dixon's speech in which he charges that false advertising is akin to treason, see Page 113.)

By Stanley E. Cohen

WASHINGTON, Nov. 15—Federal Trade Commission Chairman Paul Rand Dixon admits that he can't see the way through the undergrowth of untended business that has accumulated at the commission, but he remains confident that recent procedural changes are going to make his agency far faster and more efficient.

After nearly eight months in office, he has little to show in the way of new enforcement programs. In an interview with ADVERTISING AGE he emphasized that most of his attention has gone into remolding the commission organization and procedures.

He stressed the fact that some FTC cases go back eight years or more. "My first job," he said, "is to clean up this backlog. If at the end of one term of office [seven years] I can show that the period from complaint to decision has been cut in half, I believe I will have performed a miracle."

■ During the interview he returned repeatedly to a problem highlighted in ADVERTISING AGE recently: The immense backlog of promotion allowance violations turned up by recent "investigate by mail" surveys in the food, de-

(Continued on Page 113)

Daisy Will Pick Agency from Field of Five Finalists

D-F-S, Potts-Woodbury, D'Arcy, Winius-Brandon, Clint Frank Competing

CHICAGO, Nov. 17—Who says Daisy won't tell?

Last week ADVERTISING AGE carried a story about a 31-part questionnaire that Daisy Mfg. Co., Rogers, Ark., sent to a number of agencies inviting them to solicit the Daisy account. And in the story AA said that "Daisy hasn't told any agency yet."

Early this week Daisy's new vp in charge of advertising, John R. Powers (he was sales promotion vp of the company's Daisy-Heddon Sales subsidiary until a few weeks ago), called AA and said, "Daisy will tell"—and proceeded to outline just what procedure the company is following in its efforts to find a new agency to replace L. W. Ramsey Co. here, which has had the account for the past 25 years.

■ Then, on Friday, Mr. Powers called AA again and said that the field had been narrowed to five finalists—Dancer-Fitzgerald-Sample, Chicago; D'Arcy Advertising, St. Louis; Clinton E. Frank Inc., Chicago; Potts-Woodbury, Kansas City; and Winius-Brandon, Kansas City.

These agencies will come to Rogers next week "to talk to us—to ask us questions about *our* operation," Mr. Powers said, and the final selection will be made by Dec. 1.

On Dec. 13 Daisy's new agency will tackle its first big assignment. That's when the company kicks off its annual meeting for all its sales people from the U.S. and Canada, and this will give the new agency a chance to meet and talk to the entire Daisy sales staff.

"Agencies have been calling on us for years, soliciting our business," Mr. Powers said in his earlier call. "We told all of them that we weren't interested in making a change—after all, we have had only two agencies in our 75-year history, Ramsey, and Campbell-Ewald for 35 years before that—but we kept a list of those agencies who called on us."

■ Why was Daisy leaving Ramsey after 25 years?

"Because Norval Langworthy, who has been account executive on Daisy for these 25 years, is retiring," Mr. Powers said. "So we got out our list of agencies that had been calling on us over the years, selected an additional 11 agencies whose work has impressed us, and ended up with a list of 28 agencies.

"We developed the comprehensive questionnaire, and sent it to all of them. Twenty-seven replied; the 28th said it was sorry, but having just gone through a major reorganization, it would be unable to complete the questionnaire in the time allotted."

■ What kind of company will the new agency be going to work for, and what kind of advertising budget will be involved?

Daisy Mfg. Co. is the parent company, and among other things is "the world's oldest and largest manufacturer of non-powdered guns and ammunition," Mr. Powers told AA. The company has three subsidiaries—James Heddon's Sons, Dowagiac, Mich., which makes fishing tackle and other fishing accessories; Sta Dri Boot Co., Killeen, Tex.; and Daisy-Heddon Sales Co., the over-all sales arm of the Daisy operation.

Ad expenditures for the entire operation are in excess of $500,000 a year, and the major part of this money is spent in the pre-Christmas season. Currently, for example, tv spots are running in 33 key cities promoting guns and other toys for Christmas. These one-minute spots started Oct. 14 and will run through Dec. 14.

In addition, Daisy uses an extensive list of sport, outdoor, and consumer publications, and is a longtime—and heavy—user of comics book advertising. #

Research Is Crutch for 'Slothful' Admen: Kanter

CHICAGO, Nov. 17—"Slothful" admen who use superficial research as a crutch for making decisions came under fire at the annual conference of the Chicago chapter of the American Marketing Assn. today.

"In most cases research is being used incorrectly as a patsy in making advertising decisions," according to Donald L. Kanter, director of creative research of Tatham-Laird.

■ He said a certain kind of advertising research—such as Starch and Schwerin—"has become a tool in the hands of the timorous and inconclusive because it is neat, easy to understand and gets the erstwhile decision maker off the hook. This kind of research, when used to make creative advertising decisions, is too superficial for that purpose."

Mr. Kanter said he did not mean that these services are without integrity. "I am saying that these measures are incomplete—and, when used for creative decision making can lead one astray despite their precision and objectivity."

■ The thoughtful decision maker, he said, looks for a research method that evaluates the effectiveness of an ad by measuring many different aspects of its performance.

"The slothful decision makers," he said, "simply cannot accept the fact that the decision maker about ads has got to make use of many things at the same time—and that this process is fundamentally intuitive and creative, not orthodox, dogmatic or prescribed." #

LIFE MEMBER—*E. Harry Woodley (left), president, Advertising & Sales Executives Club of Montreal, congratulates Russell C. Ronalds, Ronalds-Reynolds & Co., on the award to him of an honorary life membership in the club.*

Aiming at Canada Market? Use Canadian Agency, Media, Bilingual Ads: Yellowlees

DETROIT, Nov. 14—American advertisers who want to do business in Canada should use Canadian agencies and media and bilingual ads.

This advice came from Thomas A. Yellowlees, advertising and sales promotion manager of Canadian General Electric Co., apparatus division, and chairman of the board of the Assn. of Industrial Advertisers. He told the Industrial Marketers of Detroit tonight that Canadians prefer to retain their identity as a distinct outside market, and not part of the U.S. market, even though the U.S. is Canada's best partner in both import and export trade.

"We have seen a good many cases of American agencies with an account man or two in Canada trying to perform for their clients," he said. "Generally, this has not been successful because, like your market and your people, we too require depth study, research and familiarity with habits before a campaign can be truly effective."

■ Mr. Yellowlees said that an agency should at least have a creative staff in Canada, because copy written for an American audience will not sell as well in Canada, any more than would copy written for a British audience.

"We are somewhere in the middle," he explained, "not as flamboyant as Madison Avenue, nor as phlegmatic as Bond Street."

Some 30% of Canada's population prefers to do business in French, Mr. Yellowlees said, and "will favor fanatically" the companies which make an honest effort to present their story in French. He pointed out that, because of the sharp differences between Parisian and Quebec French, it is preferable to use a translation service located in Quebec.

Canada is divided into five distinct market regions, Mr. Yellowlees said, and covering all five demands Canadian media. There are some 400 business papers in Canada, he explained, with more than 250 audited by either ABC or CCAB. But very few American business papers classify their Canadian circulation, he said, either geographically or functionally.

■ The five marketing areas outlined by Mr. Yellowlees are: southern portions of Quebec and Ontario, with 79% of manufacturing production; the Prairie region, with 46% of the farm income but only 8% of the value of manufactures; the underdeveloped Maritimes, with only 10.5% of population and less than 4% of manufacturing income; the Pacific region, with 9% of population and the fastest growing area; and fifth, the sparsely settled but mineral rich "Canadian shield" of the north.

In an afternoon workshop session, IMD members learned how Stran-Steel Corp., Dow Chemical Co. chemicals and metals; and General Electric Metallurgical Products Dept. prepare their ad campaigns for presentation to management and sales operations. #

3 New VPs, 20% Billings Hike for MacFarland, Aveyard

CHICAGO, Nov. 16—MacFarland, Aveyard & Co. today announced the appointment of three vice-presidents, and a 20% hike in its 1961 billings—with more to come next year.

Arthur L. Smith has been named vp and production director; Gordon Hendry, vp and media director; and Hays MacFarland Jr., vp and account executive.

Hays MacFarland Jr.

Announcement of the new vps and the agency's increased billings was made by David E. Guerrant, president. Mr. Guerrant joined the agency as president Nov. 6, two weeks after his resignation as president of John W. Shaw Advertising (AA, Oct. 30).

MacFarland's 20% billings increase will bring the shop's 1961 total to approximately $9,000,000,

Gordon Hendry

A. L. Smith

Mr. Guerrant told ADVERTISING AGE, and he hopes for at least another 20% boost in '62. The 20% increase this year and next result from increased billings of present clients plus anticipated new business. New business added in 1961 included Quality Chek'd Dairy Products Assn., La Grange, Ill., which bills an estimated $850,000. (AA's Feb. 27 estimate of the agency's 1960 billings at $8,000,000 was about 10% high. At that time the agency did not report billings.) #

Time Seeks Writ to Halt Illinois Magazine Tax

CHICAGO, Nov. 16—Time Inc. has fired the first shot in the legal battle to defeat new laws in Illinois which tax magazines (AA, Sept. 18, Oct. 23).

The company presented its plea for a temporary injunction against collection of the tax today before Judge John F. Bolton in superior court. The state will make its reply Tuesday.

■ Time Inc.'s suit for a permanent injunction centers around three points:

1. The law on which the revenue department is relying does not mention magazines as being subject to the taxes.

2. If the law does apply, then news magazines (Time Inc. says all six of its publications are news magazines in this context) are exempt under the same wording that exempts daily newspapers.

3. Any law which applies to news magazines and not newspapers is "class" legislation and unconstitutional.

■ Meanwhile, Henry Zwirner, Fairchild Publications, chairman of a committee formed by several publishing groups to fight the new taxes, said his group would probably go ahead with its own legal action. #

Highlights of This Week's Issue

British Conservative Political Center report finds advertisements culturally assailable, but economically needed .**Page 4**

U. S. drug and proprietary store sales volume soared to a new high of $7.5 billion in 1960 .....**Page 20**

Point-of-Purchase Advertising Institute names Schlitz Brewing, Hiram Walker Inc., and Seagram Distillers double winners in its merchandising awards contest .....**Page 32**

Lawrence G. Chait, president of his own marketing consultantcy, says advertising promotion practices are becoming increasingly suspect .....**Page 38**

U. S. retail establishments increased by 76,062, or 4.5% in 1961, raising the total to 1,776,792 .....**Page 53**

United Nation's report reveals self service food selling in Europe is soaring .....**Page 54**

Ladies' Home Journal reports that many women have lost faith in advertising claims made on behalf of household cleaning products .....**Page 55**

Scott Paper Co. bases its campaign for Scotties tissues on a new package featuring a two-way dispensing system .....**Page 56**

Carillon Importers sets introductory campaign for Antiquary scotch ....**Page 59**

Bolger Co. issues image profile of nine metalworking publications .....**Page 84**

John C. Martin, board chairman of Heublein Inc., predicts Heublein will have an advertising budget of $13,000,000 by 1966 .....**Page 85**

Tidy House products division of Pillsbury Co. tests Mighty Mix laundry packet in four major markets .....**Page 86**

Arthur Godfrey stirs up interest in radio with a two-week tour .....**Page 90**

E. B. Weiss discusses whether the auto industry is, in fact, a true mass production industry .....**Page 102**

Los Angeles Dept. of Water & Power appoints Irvin L. Edelstein & Associates to handle its $400,000 account ..**Page 109**

Paul Giguere, formerly with D'Arcy Advertising, is named to head Richard N. Meltzer Advertising's new Toronto subsidiary, Richard N. Meltzer Advertising (Canada) Ltd. .....**Page 109**

David Levy, formerly vp in charge of programming of NBC-TV, challenges the need for three minutes of commercial time for every half-hour nighttime program .....**Page 112**

CANADIAN FIGURES TO FILE

How Canadian Media Divide Net Ad Revenues ..... Page 64
How Canadian Magazine Advertising Fared in 1961 ..... Page 66
Top Ten Canadian Agencies in Spot Placement .... Page 67
Canadian Periodicals Net Advertising Revenue Growth ..... Page 68
Canada's Population Growth, by Provinces: 1941-'61 Page 70
National Weekend Newspaper Volume ..... Page 70
Major Canadian Advertising Account Changes ..... Page 72
Estimated Advertising Expenditures in Canada, 1946-'61 ..... Page 74
Dollar-Spending by Canadian National Advertisers Page 78
Canadian Radio, TV Net Ad Revenues ..... Page 78
Gross Ad Revenues in Canada, 1946-'61 ..... Page 80

FIGURES TO FILE

Consumer Magazine Linage ..... Page 51
Leading TV Syndication Sponsors, 2nd Quarter, 1961 ..... Page 86
Videodex Network TV .. Page 112

REGULAR FEATURES

Adman in the News 115
Advertisers in This Issue 116
Advertising Market Place 114
Agencies Ask Us 100
Along the Media Path 44
Biz Quiz 100
Coming Conventions 48
Consumer Magazine Linage 51
Creative Man's Corner 102
Editorials 16
Getting Personal 24
Information for Advertisers 28
McMahon on TV 97
Obituaries 46, 118
On the Merchandising Front 102
Peeled Eye Dept. 104
Photographic Review 88
Rough Proofs 16
Voice of the Advertiser 106
What They're Saying 16

'Like a Beehive'? . . .

Tinker Wants to Know if Its Skills Are Reproducible

Staffers Sought via AA Ad by Interpublic Unit Will Learn Tinker Method

NEW YORK, Nov. 16—Last week in AA Jack Tinker & Partners was advertising for four creative people for this advance creative unit. This week Jack Tinker was explaining what the ad was looking for and what new people would do.

It is hoped, Mr. Tinker said, wriggling uncomfortably through the process of interview, that two of the people will come from within the Interpublic organization and two from the outside. It is aimed at creative ("Creative is a crummy word; I've never been able to say precisely what it means") people, although if it applies to someone who isn't doing writing or art he'll be more than welcome to apply.

On the whole, Jack Tinker—who has written and okayed millions of dollars in advertising—is somewhat self-conscious about the ad. He hoped people would read it "uncynically," that its negative aspects ("We sound kinda arrogant") wouldn't interfere, and that it would attract people who want to break trail in creative advertising. *(For comment see the editorial on Page 16.)*

"I could have written it folksy," Mr. Tinker confessed, "or turned it over to the personnel department —and it would have sounded like someone looking for engineers for a

(Continued on Page 111)

Int'l Minerals Names Buchen

SKOKIE, ILL., Nov. 17—International Minerals & Chemical Corp. has named Buchen Advertising, Chicago, to handle advertising for its agricultural and industrial products.

The account, formerly handled by Klau-Van Pietersom-Dunlap, Milwaukee (AA, Oct. 16), reportedly represents a total ad budget of about $500,000.

Needham, Louis & Brorby (Ac'cent) and Lawrence O. Holmberg Co. (corporate) are not affected by the switch.

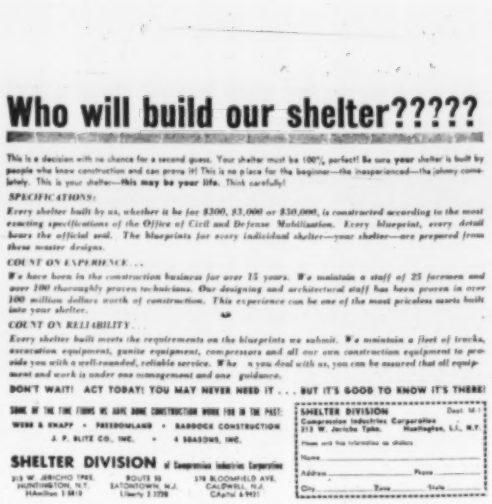
Frank J. O'Neill, director of advertising and sales promotion, said the selection of Buchen was "a very hard decision to make—all the finalists are good agencies."

Finalists who made presentations along with Buchen were Fuller & Smith & Ross, E. H. Brown Advertising Agency and Geyer, Morey, Madden & Ballard. #

3M Assigns Trio of Units to MJ&A

MINNEAPOLIS, Nov. 16—McManus, John & Adams has picked up three additonal product groups of Minnesota Mining & Mfg. Co.: Missile industry liaison, an information service to promote all 3M divisions serving the aerospace field; the nuclear products group, which includes 3M brand Fueled Microspheres and Radiating Microspheres; and the new mechanical plating systems, a method of volume plating small parts with protective metal coatings.

Missile industry liaison formerly was with Batten, Barton, Durstine & Osborn, Minneapolis. The other two had not been assigned. #



THOUGHTFUL—*An established contractor sells its fallout shelters on the basis of its 15 years of experience in the construction business.*

Fallout Shelters Create Talk, Little Ad Activity

Dallas, New York Media Ad Volume Good; Other Cities Get Mere Trickle

CHICAGO, Nov. 15—Over the past nine months, with talk of possible nuclear war waxing hot and cold, a brand new kind of advertising has been seeping into media—advertising for fallout shelters and for equipment for the shelter.

Magazine and newspaper writers inevitably talk about the "mushrooming fallout shelter industry," and Rep. Chet Holifield (D., Cal.) has said fallout shelters are potentially a $20 billion business. Mel Moritz, chief of informational services of the Illinois Civil Defense Agency, and co-author with John Clark Kimball of "You Can Survive the Bomb," which will be published Dec. 4 (Quadrangle Books, $3.95), told ADVERTISING AGE that the market for fallout shelter equipment (food, chemical toilets, first aid, etc.) is potentially a $3 billion market and he estimated the total market could involve as much as $9 billion.

■ The National Better Business Bureau is in the process of preparing a code of advertising conduct, and many local BBBs have circularized the public, warning them to beware "of the suede shoe operators" who have invaded the field. They have pointed out that in many cases, so-called home improvement contractors who have run afoul of the BBB and the law in the past have jumped into this field with wild ad claims and inadequate shelter plans.

The Federal Trade Commission has released a statement that, at the request of the Department of Defense, it is taking action to prevent at the outset any false advertising of materials and services involved in building and furnishing bomb and fallout shelters.

The FTC has also directed its bureau of industry guidance to formulate advertising guides for sellers of fallout shelters, survival kits and related equipment.

■ To find out how this new industry's pulse has been quickening in pace with the international situation, AA had its staffers in cities in key areas of the country check shelter makers, media and civil defense authorities.

The picture presented is surprising. While some large population areas—like New York and environs—show a vigorous activity, other prime potential Kremlin targets like Los Angeles, San Francisco, Detroit, St. Louis, Philadelphia and Chicago are remarkably quiet, reflecting confusion, more than apathy, on the public's part. On the other hand, the Southwest, as shown in the report from Dallas, has plunged into the business of home fallout shelters with considerable enthusiasm.

Herewith are the reports from AA's correspondents:

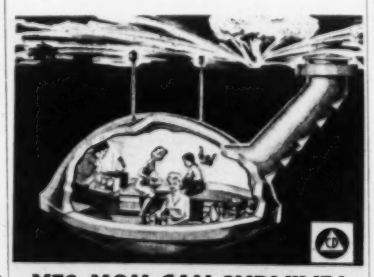
Chicago

Chicago is the heart of Cook county, which nurtures more than 5,000,000 souls within an area of 954 sq. mi. To the immediate southeast lie the vital steel mills of Gary; and a vast network of rail and truck shipping crisscrosses here, making this a top priority target for any enemy bombs.

One shelter builder, Survival Shelters Inc., Madison, Wis., said that midwesterners seemed to have an abhorrence of the whole question of fallout shelters. This company is having its second experience with a wave of public interest in shelters.

■ The company tried a brief advertising campaign in 1955 during

(Continued on Page 91)



NATIONAL AD—*Seaglass Survival Shelters will run this ad in the Nov. 20 issue of Sports Illustrated.*

Bailey Opens Law Office

Joseph W. Bailey, who recently resigned as a vp and production executive of Ziv-United Artists, has opened a law office at 200 W. 57th St., New York, specializing in radio-tv, motion picture, theater and allied fields. In addition to his law practice, Mr. Bailey's activities will encompass talent and package representation and consultation in the fields of production and contract negotiation.

FCC Queries Nets; It's Program Probe Prelude

Topics Include Balance, Stress on Mass Appeal, Influence of Advertisers

WASHINGTON, Nov. 16—Network presidents were advised today that they will be expected to discuss the alleged lack of balance in their tv programming, when they appear at the final sessions of the Federal Communications Commission's marathon inquiry into tv programming in January.

In a letter outlining the subjects that are to be covered when networks appear, Chairman Newton Minow reminded network presidents that there have been charges that lack of diversity stems from the selection of programs "principally on the basis of their utility as advertising vehicles for those advertisers who seek the largest audiences.

"Doubtless you will wish to address yourselves to the subject," the letter said. "In addition, we shall ask you to describe in detail the operational mechanics and day-to-day implementation of your policies in this regard and their results in terms of program service."

■ Another area of discussion, the letter said, will be censorship by advertisers. This censorship seems to conflict with contentions by the networks that they accept responsibility for the form and content of the programs and schedules, the FCC letter suggested.

Altogether, the letter, which was approved by the entire commission, listed seven major areas that FCC intends to discuss when the network presidents appear. In addition to prepared statements, it suggested that the networks bring along an array of top talent including the executives best informed about relations with advertisers, agencies, talent agencies and program packagers.

■ The letter indicated that the Jan. 9 hearing should also be regarded as an opportunity for networks to reply to any of the issues raised by advertisers, agencies,

(Continued on Page 109)

Landsverk Ads Push Family Fallout Sets

GLENDALE, Nov. 14—A "fallout radiation measurement set," retailing for $35, was introduced to consumers in Los Angeles and New York this week via page ads in the *Times* of those respective cities.

The "family fallout set," marketed by Landsverk Electrometer Co., contains two pocket devices for measuring roentgens, plus a machine that electrically charges the pocket "dosimeters."

According to the agency, Geyer, Morey, Madden & Ballard, future advertising plans for the product depend on response to the couponed newspaper ads. M. E. Welborn, vp in the agency's Los Angeles shop, said upwards of $250,000 has been budgeted to advertise the product and that most of the money will go for newspaper and magazine ads.

■ In its newspaper announcements this week, Landsverk made much

ACCESSORY—*Landsverk used this ad in Los Angeles and New York newspapers to introduce its new accessory for the fallout age—devices which measure fallout.*

of the current dangers of fallout and its effect on the human body (100 roentgens: Nausea, hair falls out, etc.). Further, the ad suggests the consumer keep his dosimeter with him at all times as part of his "survival program."

The ad also seeks dealers and distributors to handle the product. The agency said replies thus far had been good. #

Skil Boosts Christensen

Skil Corp., Chicago, has appointed George E. Christensen manager of specialty sales. Mr. Christensen joined the company in 1946.

Discount Volume Grows 30% in '61, Weiss Says

NEW YORK, Nov. 16—E. B. Weiss, vp and director of special merchandising service at Doyle Dane Bernbach, "set the record straight" about some facts and fictions of the discount field at the American Assn. of Advertising Agencies meeting today.

He said it was likely that there would be a high death rate in the discount rush, because the present

Eastern Four A's

pace could not be maintained. "But close to 1,000 auto makers have failed in 60 years; we still have a fairly large auto industry. For 1961, the discount outlet per se will show a volume growth of at least 30%. Its total volume for this year will be no less than $4 billion. This is a larger volume than that done by our variety chains. There is every reason to expect that within this decade, it will achieve a $10 billion annual total. That will be about 60% of the total done by traditional department stores. Practically all mass retailers are opening discount units or discount departments."

■ Mr. Weiss told the Four A's marketing session he had asked directors of marketing of two of the largest agencies in the U.S. to join him on the panel on marketing, but they declined because they felt "discount retailing is a vastly exaggerated phenomenon and wasn't worth their time." He said he would like to point out to them that in 1961-'62, "traditional retailers as well as discount chains will be investing over $1 billion in new discount stores and discount inventories; they'd be interested to learn that they are throwing this money at a mirage."

However, he added, low-margin retailing would not take over all retailing, and it would not be wise

(Continued on Page 111)

Hits Ban on 'Knocking Copy'; Admen Disagree . . .

British Report Finds Ads Culturally Assailable but Economically Needed

Publication Urges End to Delay in Forming Ad Standards Authority

By Mark Random

LONDON, Nov. 14—Advertising is likely to be vulgar, and one of its principal roles is to make people want things they might not otherwise think about, according to a report on consumer protection published by the Conservative Political Center.

But this is good for Britain's economy and good for the community, it declared.

The publication, "Choice," is not an official statement of Conservative policy. It represents the views of six prominent members of the party: Sir Max Bembrose, James Douglas, Ian McArthur, Patricia McLaughlin, and John B. Wood and Philip Goodhart, chairman. Messrs. McArthur and Goodhart and Mrs. McLaughlin are members of Parliament.

They declare that there are other methods of communication which are "less repugnant to tender sensibilities than some aspects of advertising," but they doubt whether such methods would penetrate so deeply, so quickly, and at less cost to the community.

■ Referring to advertising's power to arouse desire, the report says:

"A more rigid asceticism might be good for our island virtues, but it would certainly be disastrous for our island economy."

Advertising, it pointed out, must be counted one of the costs of distribution, together with a salesman's salary.

"Without advertising, a product is unlikely to attract mass consumption. Without mass consumption there cannot be mass production. And without mass production, costs and prices are likely to be exceedingly high," it explained.

The report adds that advertising helps to maintain a large part of Britain's press and entertainment.

"It pays for the whole of one television service, and it enables virtually all newspapers and most magazines to be sold for about half what they would otherwise cost."

■ Although the report approved of advertising on economic grounds, it found room for criticism in the way it is sometimes used, asserting that the immense importance of advertising as a channel of communication makes it vital that it be an honest one.

Every type of advertising medium should have its own well publicized, written code, although they need not be identical, the report said. It also advocated that the existing weights and measures inspectorate should be expanded into a full consumer protection service, locally based but supervised by a small but distinct section of the Board of Trade.

The authors had no doubt that the majority of advertising is legal, clean, honest and truthful. Nor did they doubt that the existing voluntary advertising codes have raised the standards of advertising.

"Equally, however, there is no doubt that the codes have not yet been completely effective," the report declared.

■ It alleged that the present enforcement machinery of the various codes often seems to work at a snail's pace, indicating that advertisements have gone on appearing for months after a complaint has been laid, before it was finally agreed that they were unethical.

The report proposed that when a serious objection is made about an advertisement, the codes for all media should make it clear that the offending advertisement or the offending part, should not appear again until the committee charged with enforcing that particular code decides whether the advertisement in question is satisfactory.

The report also referred to the 1961 advertising association conference resolution calling for the setting up of an industrywide advertising standards authority.

If discussions drag on for another year or so, the report suggests, the Board of Trade should call a conference of representatives from interested parties. If this conference fails to produce a comprehensive set of written codes, then the government would have to consider direct action.

■ One intriguing suggestion was that all codes should seek to discourage what the authors called "meaningless comparisons" in copy (*e.g.* "whiter than whitest white"). "This sort of pap" is encouraged by the present tacit ban on what is referred to in Britain as "knocking copy." Specific comparisons, which might be of great value to the consumer, are often forbidden under this ban, the report said.

While it considered the present rules against knocking copy as fairly innocuous, the report said "they have encouraged the establishment of a convention of imprecision in advertising which should now be broken."

The report was generally welcomed in British advertising circles as a sane and sensible summing up of advertising in relation to the media of communication and of its place in the economy. Some of its proposals on advertising controls were, however, felt to be open to argument, particularly the suggestion that the tacit ban on knocking copy should be removed.

■ Robert A. Bevan, president of the Institute of Practitioners in Advertising, British equivalent of the American Assn. of Advertising Agencies, had this to say:

"It is good to find the pamphlet agreeing that everything possible should be done to bring the proposed advertising standards authority and the new British code of advertising into effective action as soon as possible.

"We are pleased to note also that the committee accepts that advertising must be counted as one of the costs of selling, together with a salesman's salary; and that the facts about advertising expenditure are accurate. Too many people quote $1,268,400,000 as the annual British expenditure on advertising, but 'Choice' rightly points out that this total includes such diverse items as catalogs, window displays, exhibitions, sampling and even classified advertisements."

■ Leslie Room, director general of the advertising association said detailed discussions are now going on regarding the setting up of an advertising standards authority.

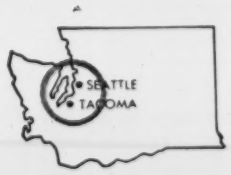
"The authors of the pamphlet can rest assured that the authority should be established well within their suggested time limit of 12 months.

"In addition, good progress is being made in preparing a new advertising code—to be known as the British Code of Advertising Practice. This new code defines undesirable advertising practices, and it is hoped to issue it soon, for the guidance of advertisers, advertising agencies, and those controlling media," he said. #

WM. NISKANEN,
Bend, Oregon
Vice-president and
General Manager
PACIFIC TRAILWAYS

"Immediate impact of advertising against sales greatest in Tacoma"

Mr. Niskanen says: "We are impressed with the pulling power and immediate response from my company's advertising placed in the Tacoma News Tribune. In comparing Tacoma with our other markets, the immediate measurable impact of advertising against sales seems to be greatest in Tacoma."



Think Twice About Tacoma

The Tacoma Market, Washington State's 2nd Market, is intensely covered by the State's 2nd largest evening newspaper, the Tacoma News Tribune. No Seattle newspaper can claim merchandisable coverage in this area. Circulation of the News Tribune is now more than 86,000.

TACOMA NEWS TRIBUNE

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

3,400,000 men and women hold in their hands the future of your business!

1,700,000 couples will decide in 1961 whether they want to do business with you, or not. They are getting married—are forming their brand preferences for years to come. These important young couples will spend $9 billion in 1961 for what they eat and use—will grow steadily in numbers to become the biggest market for your products—the American Family. Dozens of manufacturers of packaged foods, household and personal products are using the low-cost BRIDAL-PAX program of Controlled Product Sampling to capture this basic market—are making sales gains up to 242%, assuring big profits for years to come.

Find out what BRIDAL-PAX can do for you, too. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.

Controlled Product Sampling

25 Hempstead Gardens Drive • West Hempstead, N. Y.

Offices in principal cities: United States, Canada and Great Britain

Question: If the bomb comes, should you let your neighbors in...or shoot them? In *The Great Fall-Out Shelter Panic*, the current LOOK explores the viewpoints of people caught up in "a moral debate with few parallels in American history."

A shelter builder teaching his wife to use a gun.
A non-builder who sees no future for survivors.
A physicist who says shelters will deter attack.
A political scientist who says shelters will, to the contrary, *provoke* an attack.

LOOK

People—what they do, what they feel, what they want, what they think—are at the heart of great issues and events in LOOK, the exciting story of people.

BBDO Computer Aid in Analyzing Media: Brower

NEW YORK, Nov. 16—Agency people attending today's research session of the annual eastern conference of the American Assn. of Advertising Agencies were given a point-by-point explanation of how Batten, Barton, Durstine & Osborn has developed a mathematical method for media selection and scheduling.

The new computer operation, which uses linear programming methods, was explained by BBDO's David Learner, associate director of research; Herb Maneloveg, vp in charge of media; Prof. William Cooper, of Carnegie Institute of Technology; Prof. Abraham Charnes, of Northwestern University; Prof. D. B. Lucas, of New York University; and Milton Godfrey, director of operations research, C-E-I-R.

Although a computer is used in BBDO's new method of analyzing media, the research session chairman, Clark L. Wilson, BBDO vp in charge of research, cautioned that the system is not automation. "Rather," he said, "the contribution that we have made is that of transforming the media man's usual processes and procedures into mathematical language."

■ In disclosing the new media selection operation to the press several days before the Four A's meeting, BBDO's president, Charles H. Brower, described it as a "power shovel instead of a spade" for media directors and a "major breakthrough" in the use of scientific methods to increase advertising efficiency. The computer is the IBM 7090.

He said the BBDO approach:

1. Uses linear programming techniques to combine marketing objectives, media audiences and management judgment to determine the best media schedule.

2. Includes a set of factors for evaluating arbitrary changes or substitutions in the schedule, and the costs involved.

3. Gets data processing cost low enough so that "the smallest agency will be able to use it."

■ Mr. Brower said his agency "will make available to all other agencies the key details of our operation."

"Two years of planning and experimentation have gone into the application of the mathematical process of linear programming to the problem of working out the best possible combination of advertising media to match the marketing profile of a product," said Mr. Brower.

"Up to now, the virtually infinite number of media combinations possible would be matched with the marketing problems only by tedious hand methods. This was so time consuming that only a relatively few combinations could be fully explored."

■ Pointing out that BBDO's method makes it possible to compare thousands of combinations a second, and isolate the most efficient patterns, Mr. Brower added that it "puts added emphasis on what today's media director needs to know about the individual advertiser's customer profile." Extension of the program, he said, depended on the development of proper profile material for clients wishing to take advantage of more efficient media selection.

Mr. Brower said the machine would not replace media judgment. "It is a tool to be used by people of sound media and marketing judgment and is comparable to giving a man a power shovel instead of a spade," he said. "Neither will it tend to penalize or promote any particular type of media, although it may open up for consideration many unusual media combinations."

■ The process was developed, tested and put into pilot use by BBDO after two years of planning and experimentation with C-E-I-R Inc., New York, an economic, industrial and operations research company. #

Sunsweet ☼ Sun-Maid Holiday Carnival

DRIED FRUITS—*Sunsweet Growers, San Jose, and Sun-Maid Raisin Growers, Fresno, are tying in for the second successive year in an outdoor poster campaign during November-December to promote dried fruits for the holidays. Television and magazines are being used also. Long Advertising is Sunsweet's agency and Maxon Inc. is Sun-Maid's agency.*

ELECTRICAL MERCHANDISING WEEK

A McGRAW-HILL PUBLICATION ABC ABP

JANUARY 1962

S	M	T	W	T	F	S
	STATISTICAL AND MARKETING ISSUE	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

...TIMELINESS

EM WEEK will greet the new year with publication of the most widely used, respected and thumbed through reservoir of information available to the Appliance-Radio-TV-Housewares industry—the Annual Statistical and Marketing issue.

An alert editorial team, attuned to the pace of a fast moving, always changing industry, has accomplished the monumental—a statistical and marketing issue which will be even more useful and referred to than ever before. In addition to the incomparable reporting of trends, forecasts, potentials, seasonal selling, trade-ins and many more vitally important subjects, the editors have come up with new ideas that guarantee even more intensive readership. Sample: a detailed product-by-product analysis of the Top Markets will make it possible for dealers and distributors, for the first time, to accurately and effectively check local sales performance against potentials.

The Statistical and Marketing issue has earned its reputation as the most reliable source published. Thousands upon thousands of reprints have been bought. With due respect to past performance, we flatly predict the 1962 edition will top them all in usefulness, in reader interest and in advertising impact.

New advertising planning opens new opportunities for your selling programs. Full page minimum advertisements will be positioned throughout the statistical section which will be printed run-of-book on high quality coated stock. Meaningful premium positions with built-in added attraction features will be available on a first come, first honored basis. More on this from your EM WEEK representative.

Start *your* 1962 in EM WEEK's Annual Statistical and Marketing issue. The timing is perfect.

Haywood Publishing Names Bassett Exec VP

Haywood Publishing Co., Chicago, has appointed Robert C. Bassett exec vp and a director.

Robert C. Bassett

In addition, Mr. Bassett has been named exec vp and director of Haywood Publishing Co. of Illinois, and a vp and director of Haywood Tag Co., Lafayette, Ind., and Haywood Service Corp., all Haywood subsidiaries. Mr. Bassett, who recently resigned as vp of industrial and public relations of Jos. Schlitz Brewing Co., also has been publisher of the *Milwaukee Sentinel* and a vp of Hearst Corp.

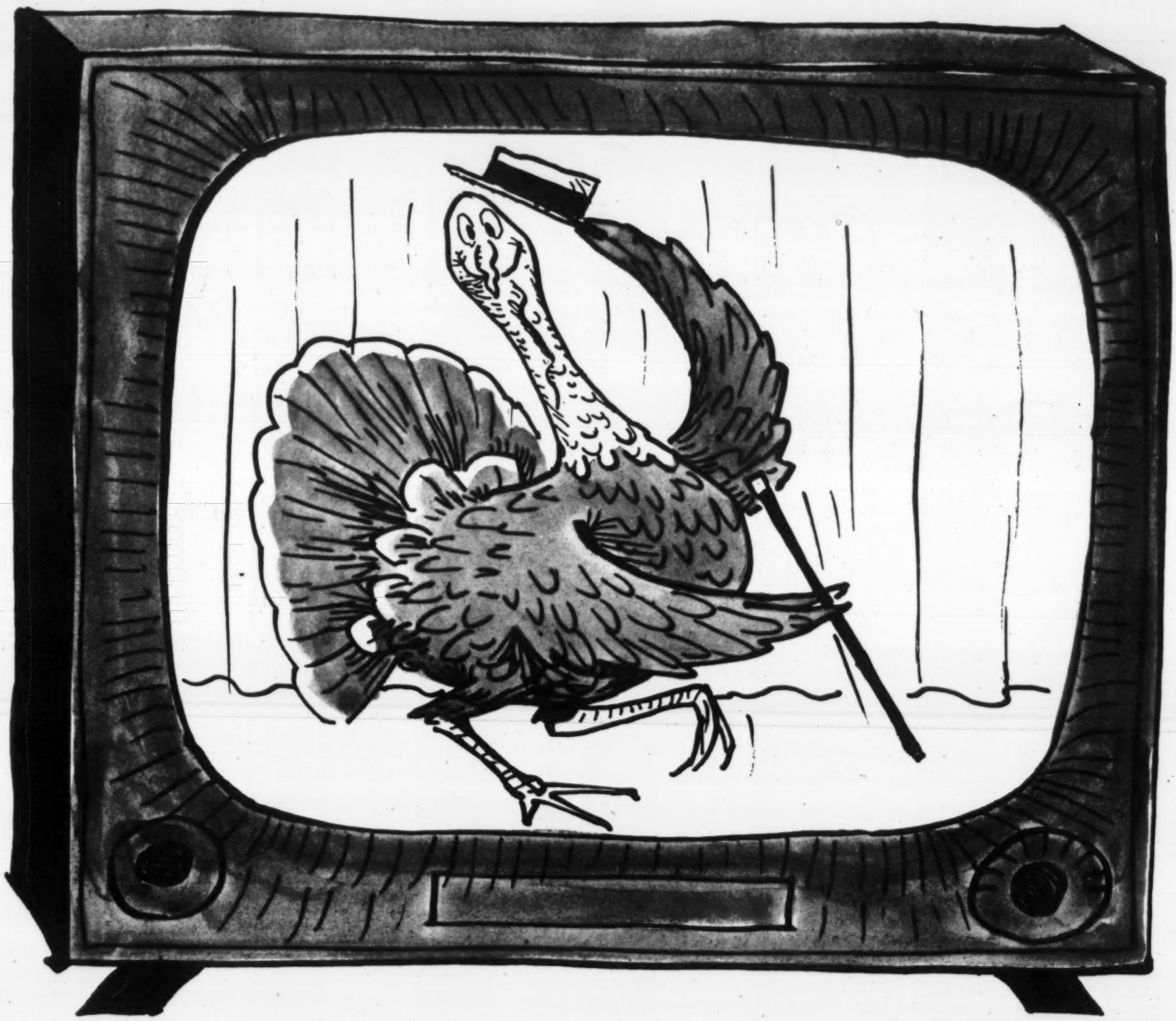
Sim-At Names Meltzer; Agency Adds Maizel

Sim-At Corp., New York, Simca dealer, has named Richard N. Meltzer Advertising, New York, as its agency. Meltzer handles the national Simca account for Chrysler Corp.

Meltzer also named Sanford Maizel an account executive and creative coordinator in its New York office. He formerly was an account supervisor at Curtis Advertising.

Ray Plans Catalog

Angus J. Ray Publishing Co., Chicago, publisher of *Package Engineering*, will publish *Package Engineering Catalog* in June, 1962, and in alternate years thereafter. Lee B. Bergstrom, formerly publisher of *Consumer Packaging* and *Industrial Packaging*, is business manager of the catalog.



These days, the price of a turkey is too darned high

You know that overrating ratings can lead to a hit show that reaches a costly quantity of non-prospects. And the cash register will ring up a turkey.

Also you know that even if you reach the right prospects — but with the wrong commercials — it's another kind of turkey. Equally costly.

You know, too, that the advertiser who does not move swiftly to get the right show, at the right time, may see his competition get the business. And he gets the bird.

In these days of spiraling costs, choosy consumers and speedy competitors — who can afford a turkey of any kind?

Doesn't it make sense to want a whole combination of smart programming, swift daring, and creative selling commercials?

Don't you need an agency which is best equipped, on all fronts, to bring down your cost per sale — and bring up your profits from television?

YOUNG & RUBICAM, *Advertising*

'Madison Ave. Villain' Just a Pawn, Says Critic

'Partisan Review' Writer Sees Vicious Circle of Admen-Media-Consumers

NEW YORK, Nov. 14—The "Madison Ave. villain" is no villain at all; he is an agent of the system of which he is not a founder, and he functions as a hired middleman between the exploiter and the public.

This is the withering view of Robert Brustein, writing in the November *Partisan Review*, and the subject of his attack is not only Madison Ave., but mass media, and intellectuals who work in both.

Mr. Brustein is an assistant professor at Columbia University, now holding a Guggenheim fellowship and working on a book called the "Theater of Revolt."

His analysis of the Madison Ave. villain, who replaced the old Villain of Wall St., is that "he is clearly no match for his fearful predecessor. His individual powers, for example, are not very strong, for he is less a business executive than an account executive, less a self made man than a man without a self."

■ In Mr. Brustein's view, the outlines of the mystique invoked by the phrase "Madison Ave." are: "The manipulation of consumer and voter opinion by commercial repetition; the false, misleading, and fatuous quality of modern advertising; the invidious control by the ad and talent agencies over the mass media; the vacuity and violence pervasive in tv; the slavish deference of networks and advertisers to rating reports; and the general defeat of truth and spontaneity by blandness and uniformity."

Where the Wall St. villain worked in the political and economic areas, the Madison Ave. villain works in cultural and psychological areas. In Mr. Brustein's definition, Madison Ave. is not necessarily advertising—it embraces being an editor or publisher of mass circulation books and magazines, a book club organizer, a network executive, a tv show packager or producer, a market researcher, motivation expert, press agent, etc.

■ In Mr. Brustein's glum analysis there is no possibility of improving mass culture because of economic reality. Reality to Mr. Brustein: "The media will never reform, because they survive by selling to the agencies; the agencies will never reform because they survive by selling to the sponsors; the sponsors will never reform because they survive by selling to the masses; and the masses will never reform because they are always being brutalized by the media—a vicious circle which promises only to revolve more ferociously in the future."

Mr. Brustein seems to think that things might improve if the profit motive could be removed from the media picture, and he allows this would entail an overhaul of our economic system. He believes that ideas aren't suppressed, they just can't get into media—"There is no way for unofficial or unpopular expressions to reach a substantial public without first being processed by the media."

■ If one thinks of the Madison Ave. villain as the hired middleman, Mr. Brustein argues, "then he is all the bought intellects of our society, and all the salesmen, even those marketing art, culture and thought. He is, in fact, most of us at some time in our lives, some of us at all times."

From this, he continues to dissect two kinds of intellectuals: One, the intellectual in a grey flannel suit, who is hired by mass media to popularize culture and so helps "to dignify the media's debauching of culture"; the second, the intellectual who works parttime in business. Of the latter, Mr. Brustein says, "Many intellectuals now openly flout their association with business enterprises," adding—"when they admit to selling their reputations—that nothing could be better sold to America than the intellectual life.

"But the logic of profit always proves stronger than the best of motives, and the ends of intellect are almost never served." #

NEW for babies!
BEECH-NUT INSTANT MASHED POTATOES
with pure Idaho taste!
INSTANT MASHED POTATOES
Beech-Nut...the most babied foods in the world

SPUDS FOR BABY—*Beech-Nut Life Savers Inc. is running newspaper ads like this in Boston, Providence and Albany to test market a new baby food, instant mashed potatoes for babies, "with pure Idaho taste." Young & Rubicam is the agency.*

'Chicago Tribune' Names Mast, Corboy to New Posts

The *Chicago Tribune* has named Robert C. Mast manager of its New York advertising office, representing the eastern division of the general display advertising department, and Edward D. Corboy manager of the western division of the display department, both effective Jan. 1. Mr. Mast, who joined the *Tribune* advertising staff in 1941, succeeds Eugene P. Struhsacker, who will retire Dec. 31.

Robert C. Mast

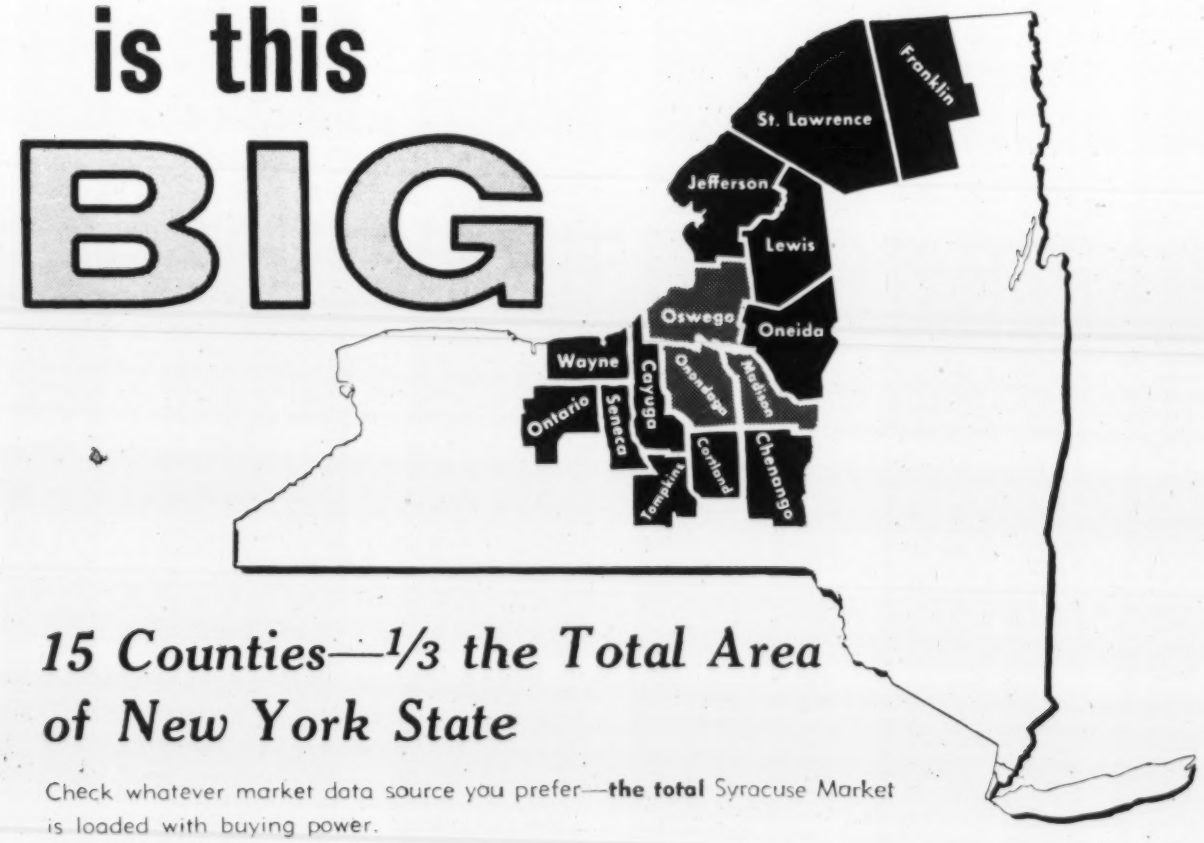
Edward D. Corboy

Mr. Corboy, formerly assistant to the director of advertising sales, succeeds Robert C. Tower, who will move up to general display manager (AA, Oct. 2). Mr. Corboy joined the *Tribune* ad staff in 1937.

Clinton E. Frank Appoints Shields, Montgomery VPs

Clinton E. Frank Inc., Chicago, has appointed Eugene B. Shields and Richard K. Montgomery vps. Prior to joining the agency in 1959, Mr. Shields, an account supervisor, was an account executive of Waldie & Briggs, Chicago. Mr. Montgomery, an account supervisor, was a vp and account supervisor of Compton Advertising, prior to joining Frank, last June.

The *SYRACUSE MARKET is this BIG



15 Counties—1/3 the Total Area of New York State

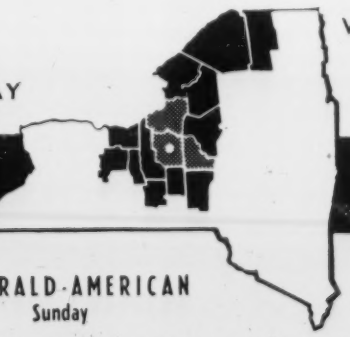
Check whatever market data source you prefer—**the total** Syracuse Market is loaded with buying power.

And **when you think of the Syracuse Market** . . . THINK OF ALL OF IT! Fifteen counties—one-third the total area of New York State. There's only one effective way to sell ALL of the Syracuse Market: The Syracuse Newspapers. They deliver 100% of Syracuse and Onondaga County, up to 90% coverage of the newly established three-county Syracuse Metropolitan Area . . . PLUS . . . up to 76% in the 12 surrounding counties which comprise the TOTAL SYRACUSE MARKET.

No Other Combination of Media in the Area Will Do a Comparable Job at a Comparable Cost.

AMERICA'S * Best TEST MARKET

FULL COLOR AVAILABLE—
DAILY AND SUNDAY



When you think of the Syracuse market — Think of ALL of it!

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

CIRCULATION: Combined Daily 230,692 — Sunday Herald-American 210,123 — Sunday Post Standard 102,588

"STARCH"-ED STANDOUT!

23 FIRSTS* FOR SEVENTEEN!

Outstanding? You said it! Starch says it, too. In no uncertain terms. Latest Starch Adnorms Report shows ads in SEVENTEEN receiving far more attention than those in 14 other comparable magazines. Why? The 5-billion dollars the teen-age girl spends annually. At the acquisitive age, she wants everything she sees...sees everything she wants...in SEVENTEEN. Because SEVENTEEN is devoted to her, and vice versa, it's the magazine she believes in and lives by—*the ONE magazine that covers the Youth Market.* That's why advertisers place more linage in SEVENTEEN than in any other monthly magazine for women.

*Out of 27 comparable categories

it's easier to **START** *a habit than to* **STOP** *one!* *SEVENTEEN MAGAZINE, 320 Park Ave., N.Y. 22 • PL 9-8100*

LEARN HOW **SEVENTEEN's** UNIQUE SISTER PUBLICATION, **SEVENTEEN-AT-SCHOOL**, CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS.

Bilingual Canada Creates Riddles for U.S. Marketers, Williams Says

NEW YORK, Nov. 15—Some differences between the U.S. and Canadian markets were outlined today by W. E. Williams, president and general manager of Procter & Gamble Co. of Canada, Toronto.

In a speech at the eastern annual conference of the American Assn. of Advertising Agencies, Mr. Williams said Canadian advertising expenditures on a per capita basis run $31.88, as compared with about $66.66 in the U.S., a difference of about 67¢ a person a week.

Eastern Four A's

The fact that 29% of all homes in Canada are French-Canadian makes for a "unique" advertising problem, he said. The problem is the need for bilingual packaging, even a completely different package, and sometimes even different brand names.

■ "Mr. Clean is meaningless in French," he said, "so we have M. Net, which of course, means 'clean.' This name has been a major factor in making the brand as successful in French-Canada as in English. Downy, a fabric softener, unfortunately means about the same as 'damned' and we are now researching this to see if it is going to be necessary to have two brand names on this product."

Mr. Williams said advertisers and their English-speaking agencies often made mistakes in advertising in French because of "ignorance."

"Some years ago," he said, "we were stunned to discover that an advertising campaign in a Quebec test market of one of our now best known and oldest brands was making complete nonsense by virtue of its French translation. We have discovered by bitter experience the difficulty of translating particular slogans like 'Tide cleans clothes' or 'Duz does everything.' This latter slogan worked well in Spanish for our South American brand called Ace, which translated 'Ace hace todo,' but in French we never did find an equivalent."

■ Mr. Williams said there is no guarantee that a product or a marketing plan that proved successful in the U.S. could be successfully transplanted to Canada. He said manufacturers face problems and adjustments to the Canadian market. He mentioned:

- Canada's largest selling beer has a much stronger flavor in Canada than in the U.S.
- A new toothpaste flavor was found to be preferred over the old one in the U.S.; in the United Kingdom the old flavor won out, while in Canada the old and new "broke exactly even."
- Blended cigarets control 99% of the U.S. market, but in Canada, straight Virginia tobacco controls 95% of the market. "On the other hand, the development of filter cigarets has been very similar to that of the U.S. In the U.S. 52.4% filter, in Canada 53%."

Mr. Williams said his company currently is using agencies operating out of New York or Chicago, out of Toronto or Montreal, and Canadian agencies. "The quality of the individuals involved makes the difference," he said. "All three do work and can work. It is simply a matter of economics and personnel."

■ He pointed out that Canada has two broadcast regulatory bodies. The Canadian Broadcasting Corp., owned by the government, "reviews all advertising used on their stations." Advertising must pass a CBC reviewing board "from the standpoint of good taste and other criteria. Then there is the department of national health and welfare, which reviews all food and drug copy and is extremely strict on competitive claims."

"It is interesting to note," he added, "that all of our government regulation is before the advertising goes on the air, which is decidedly different from the U.S."

Pointing out television differences, Mr. Williams said:

"You have three networks with only minor variations covering the country. In English-speaking Canada alone (excluding Quebec), we have three quite separate television situations. About 50% of the homes clearly receive U.S. tv signals and these consumers are influenced by both U.S. and Canadian commercials. This so-called spill-in advertising must obviously be recognized in creating a Canadian media plan.

■ "The other 50% of homes can receive only Canadian-originated signals. However, about one-third of these are multi-channel tv markets and the other two-thirds are single channel markets with a captive audience, and this gives you some perfectly amazing ratings."

While tv commercials cost "slightly" less in Canada, "not only do you have to produce a commercial for a population of about 10% of the U.S., you must then turn around and produce the same commercial again in French, and in French even more care than usual must be exercised to avoid negative consumer reactions." #

Armour $8,500,000 Budget Set for Dial, Canned Meats in '62

(Picture on Page 1)

CHICAGO, Nov. 16—Armour & Co. will invest an estimated $8,500,000 in 1962 for the promotion of Dial soap and Armour's line of canned meats.

Earlier this year, Armour bought an $8,000,000 tv package from ABC-TV. Some $4,000,000 of this will be used to advertise Dial on five nighttime tv shows—"The Untouchables," "Bachelor Father," "Surfside Six," "Roaring 20's" and "Adventures in Paradise." In addition, six Dial commercials are scheduled every week on a variety of daytime tv programs.

Dial also will be promoted in a new magazine push starting in February. Dial's "wet head" print ads will run nearly every week until September in such books as *Ebony, Life, Look, The Saturday Evening Post* and *Sports Illustrated*. Cost of the campaign is estimated at $1,500,000.

■ Canned meats, featuring the slogan, "Reach for the star," will be advertised every week on "Bachelor Father" and alternate weeks on "Adventures in Paradise." Armour will invest about $2,000,000 to promote canned meats on tv. This will mark the first year that Armour has used nighttime tv for its canned meats, and it is believed that the push will make Armour the largest nighttime tv advertiser of canned meats.

A 12-month $1,000,000 magazine push for canned meats will start in January. Full color page ads are scheduled in *Ebony, Family Circle, Look, Red Book, True Story* and *Woman's Day*. Foote, Cone & Belding is the agency for Dial soap and canned meats. #

DISTRESSED—*This two-thirds b&w page will run in Good Housekeeping, Family Circle and McCall's during December to promote Plough Inc.'s St. Joseph flavored aspirin for children. Lake, Spiro & Shurman, Memphis, is the agency.*

U. S. Travel Service Hears Six Agencies

WASHINGTON, Nov. 16—Officials of the U.S. Travel Service indicated today that at least two more weeks will pass before they announce their choice from among six advertising agencies and six public relations companies which appeared this week to compete for the government's overseas travel account.

The six agencies invited to compete for the account each made a one-hour presentation before top officials of the Travel Service on Monday. The public relations organizations were each alloted an hour on Tuesday. Advertising expenditures are likely to run below $1,000,000 in this fiscal year (ending June 30, 1962), but will be about $2,300,000 next year.

Officials of the travel service said that detailed analysis of materials submitted by the agencies will be necessary before a recommendation is submitted for the approval of the Secretary of Commerce. "In some instances," an official said, "agencies were using different figures and different ideas than the ones they submitted in advance. We have to examine all these before we can arrive at a recommendation."

■ A further obstacle stems from the fact that the executive staff of the Travel Service is on the move. Most of the top officials will be overseas during the next 10 days, visiting the newly-organized field offices in London, Paris and Frankfort.

The advertising agencies which appeared Monday were: Ellington & Co., and Interpublic Inc. in the morning; Fuller & Smith & Ross, Ogilvy, Benson & Mather, Kenyon & Eckhardt and Batten, Barton, Durstine & Osborn in the afternoon.

On Tuesday, Roy Bernard Co., Communications Affiliates Inc., and Patrick Dolan Associates appeared in the morning, and Barnet & Reef, Walker & Cranshaw Inc., and Hamilton Wright Organization in the afternoon. #

Airport Contract Let

Custom Display, St. Paul, and Hartwig Display, Milwaukee, have obtained a contract for joint control of rental space for advertising exhibits and signs at the Minneapolis-St. Paul Airport, scheduled to open in January.

Moody's Names Schwab, Beatty

Moody's Investor's Service, New York, has switched its account from Albert Frank-Guenther Law to Schwab, Beatty & Porter, New York.

Corbett Opens Shop With Three Accounts in Pharmaceuticals

CHICAGO, Nov. 16—Frank J. Corbett, a former vp of Jordan, Sieber & Corbett who has had his own consultant company here for the past year, has formed an agency, Frank J. Corbett Inc., starting with three accounts totaling about $1,500,000 in billings.

Frank J. Corbett

Next week Lakeside Laboratories, Milwaukee, pharmaceutical manufacturer, a division of Colgate-Palmolive Co., will move its entire account from L. W. Frohlich & Co., New York (which has had the bulk of it), and Jordan, Sieber & Corbett (which handled diuretics), to the new Corbett agency. Corbett also has acquired Westwood Pharmaceuticals, Buffalo, formerly handled by Jordan, Sieber, and Baxter intevavenous solutions and equipment and certain new products of the Travenol Laboratories division of Baxter Laboratories, Morton Grove, Ill. Harry C. Phibbs Advertising Co. formerly handled the Baxter products.

■ Officers of the Corbett agency are Mr. Corbett, president, account executive and creative director; and his wife, Dolores Corbett, vp, secretary and copy and contact executive. Other executives are Guy Eisenhuth, account service and production manager, formerly with the advertising department of Pure Oil Co.; Herbert Albert, copywriter and copy-contact, formerly a partner in his own agency; and Marie Wiemeler, executive secretary, formerly with Dancer-Fitzgerald-Sample. Mr. Corbett said he expects to appoint a media director and other executives some time next week.

The Corbett agency has taken offices at 100 E. Ohio St. #

NARDA Sets Seal, Ad Sampler; Aims to Improve Dealer Ads

CHICAGO, Nov. 14—The National Appliance and Radio-TV Dealers Assn. has begun a campaign to promote NARDA dealers' stores as good places to shop and to improve the dealers' advertising.

WE ARE MEMBERS OF
NARDA
NATIONAL APPLIANCE & RADIO-TV DEALERS ASSOCIATION
an association of professional appliance-radio-television dealers pledged to provide you with the finest quality products and services consistent with fair prices

Jules Steinberg, exec vp of the association, said decals bearing the NARDA emblem have been distributed to member stores, "and we envision that the emblem will be used by dealers as an identification in their advertising as well as in their stores."

Mr. Steinberg also revealed last week that NARDA plans to publish "NARDA Appliance Advertiser," a monthly publication for dealers, which will reproduce other dealer advertisements throughout the country.

■ About 20 ads will be reprinted each month, beginning in December. They will be selected to acquaint dealers with what is being advertised, and at what price, by other dealers.

"We won't pass judgment on the ads," Mr. Steinberg said. "It is only being offered as a picture of what is being advertised." #

TV Programs 'Lousy': Kobak to Broadcasters

Have Groups to Better Everything but Programs, Radio Pioneer Says

CHICAGO, Nov. 14—Broadcasting has associations aimed at upgrading everything but what needs improvement most—programming, Edgar Kobak told the Broadcast Advertising Club of Chicago today.

"I'm not satisfied with programs," he said. "I hope (Newton) Minow keeps grinding away—but I hope he sticks to his job." Program improvement is still the broadcasters' responsibility, he said.

"Teachers, PTA's and parents are the best critics of programs," he said. "Now, I've made a little survey and found that all broadcasters are parents or grandparents, and I think have had parents—and we're lousy—we haven't done a good job."

Mr. Kobak, business consultant, director of Miles Laboratories, and former network executive, related his success, with the late Merlin H. Aylesworth, then NBC president, in selling Metropolitan Opera as a Listerine program while forbidding the advertiser to use its key promotion word, "halitosis."

■ "I still don't know if I was right—but I feel that I was," he said. "And that's what we need now—more *feel* about what's right—what's in good taste. And then we have to act on that feeling."

Mr. Kobak quarreled not only with the "magazine concept" of tv but with the words themselves.

"Rotation of commercials would be a failure," he said. He urged agencies to assume more responsibility for programs, "as we used to," and to use judgment before abandoning promising new shows merely because of early low ratings. The early Bob Hope and Fibber McGee radio shows, he reminded his audience, did poorly in the ratings.

■ He exhorted broadcasters to continue their fight for option time. "I've been after the networks to fight like hell for this," he said. "If the networks lose option time, we'll have a problem. What makes this industry stand up is programs that are underwritten by the networks and by advertisers."

He warned broadcasters that they have been lax in analyzing costs, reminding them they could price themselves out of the market. "I think it's as immoral to make too large a profit as to make none," he said.

Mr. Kobak went on record as approving the competition among three networks, and recently speculated, he said, about the results if we had three FCCs instead of one, and whether all three would agree that tv was a "wasteland." "But then I realized that with this setup we'd have a troika, and I washed that out," he said. #

'Extension' Appoints Two

Extension, Chicago, Catholic monthly, has named Peacock Freed & Associates as its advertising space representative in Chicago, and Kalish, Quigley & Rosen Associates, New York, its eastern advertising representative.

Forward Joins KLAC

Robert H. Forward has resigned as vp in charge of programs for KMPC, Hollywood, to become exec vp and general manager of KLAC, Los Angeles.

plasma

plasma

plasma

Cheap electric power is as important to a growing economy as milk to a growing child.

Unfortunately, no country has enough. But this picture is changing...

Recently, Electronic News published a story about a revolutionary new electric generator powered by plasma—ionized gas—rather than steam. Theoretically, it will generate electric power up to 4 times more efficiently than conventional generators. A working model already exists

Result: cheaper, more abundant electric power... an increased ability to grow, to live better, to live more securely.

Electronic News published this story first, just as it publishes all the news of electronics first. This is why the people who count in electronics count on Electronic News—regularly.

THE BIG DIFFERENCE IS

NEWS

Dealer Exclusives Are Unfair Practice, FTC Reversal Rules

WASHINGTON, Nov. 16—The Federal Trade Commission today reversed a hearing examiner's decision, and ruled that exclusive territory restrictions in dealer contracts constitute an unfair trade practice.

Hearing Examiner William L. Pack had held that the exclusive territory arrangement used by Snap-On Tools Corp., Kenosha, Wis., simply prevents prospective purchasers "from playing off one Snap-On dealer against another in the hope of obtaining a lower price."

But, writing for the full commission, Commissioner Philip Elman said today, "We think precisely the converse is true. 'Playing off' one dealer against another in the hope of obtaining a lower price is the essence of competition, and these provisions deprive the public of the benefit of whatever advantage may be derived from competition in the distribution of respondent's product."

■ The commission's decision noted that the exclusive territory restrictions were part of a series of restrictions used to stabilize prices—including resale price maintenance, and a termination clause which kept dealers out of the tool business for a year if the contract with Snap-On was terminated by either party.

FCC noted that the exclusive territory provision was imposed by Snap-On and sometimes worked to the disadvantage of dealers as well as the public. He said the commission does not anticipate the dire consequences which Snap-On sees if the clauses are eliminated.

■ "There is nothing to prevent Snap-On from assigning areas of primary responsibility to its dealers and insisting that they provide adequate sales coverage and service within these territories," Mr. Elman said. "Similarly, any direct sales made by respondent's branch warehouses may just as easily be credited to the appropriate dealer if his territory is one of primary rather than exclusive responsibility. All this may be accomplished without suppressing or eliminating competition among dealers." #

Dell, Trans Continent File Counter Suit Against Duncan

Dell Plastics Inc., Brooklyn, and Trans Continent Television Corp., owner of WGR-TV, Buffalo, defendants in a Yo-Yo trademark infringement suit (AA, Oct. 9), have filed papers in federal court charging the trademark is invalid since its holder is violating antitrust laws. Donald F. Duncan Inc., Evanston, Ill., is seeking a court order to bar Dell from manufacturing and WGR-TV from advertising return tops with the names Yo-Yo and Butterfly, which the plaintiff said are trademarked by it. Trans Continent seeks dismissal as a defendant or a ruling that, if found liable, it be indemnified by Dell.

Watrous Is with Ludgin

David G. Watrous, identified in ADVERTISING AGE Nov. 13 as chairman of the executive committee of Foote, Cone & Belding, is chairman of the executive committee of Earle Ludgin & Co., Chicago. Fairfax M. Cone holds that post at Foote, Cone & Belding.

McCombs Joins Carey

Stewart W. McCombs Jr. has been named a vp and director of Len Carey Inc., Honolulu. He formerly was director of the radio-tv department of N. W. Ayer & Son, Honolulu.

Tassette, Copy Unit Hassle on 'Bad Taste' Sign

NEW YORK, Nov. 15—Tassette Inc., Stamford, maker of feminine hygiene products, has had trouble getting commercials accepted (AA, Feb. 13) and now is under fire for its 40' Times Sq. spectacular.

A majority of the Assn. of National Advertisers-American Assn. of Advertising Agencies committee for improvement of advertising content has found the sign "in bad taste, harmful for some other reason, and 'serious' in the probable effect on advertising as a whole." The joint committee notified Tassette and its agency, Weiss & Geller, New York, of this action in a letter Oct. 23.

An advertising code that prevents a consumer from learning about a "beneficial" product should be changed, Robert P. Oreck, Tassette's president, retorted to the joint committee in a letter Nov. 6.

■ "No advertising code," he said, "whether for television, radio, magazines, newspapers or billboards, is defensible if it prevents women from learning the facts about a product that has been ethically tested and not only judged beneficial by the medical profession, but also found beneficial by women who have tried it. Any code that has such an effect should be reviewed and changed."

Tassette announced a $200,000 ad drive early this year (AA, Jan. 30) for metropolitan New York. The device, a soft rubber cup worn internally, replaces tampons and sanitary napkins for feminine hygiene, and sells for $4.95. It had been test-marketed for two years in five markets.

The manufacturer's announcement said that large-space ads were slated for metropolitan New York newspapers and a saturation spot schedule would be carried on four stations. The company said at the time that it was having no difficulties getting its commercials accepted.

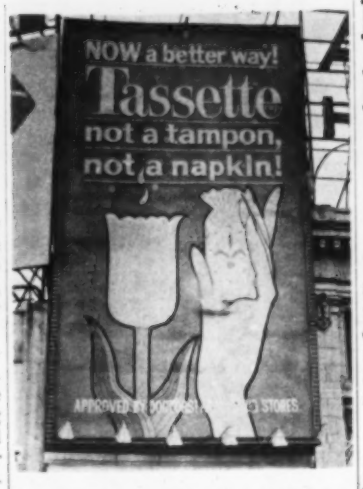
■ Subsequently three of the four stations rejected the commercials. The three, WFYI, Garden City, WVIP, Mt. Kisco, and WVOX, New Rochelle, all owned by the *New York Herald Tribune*, excused themselves from the drive after Martin Stone, president, found the commercials "unacceptable." WNTA, Newark, accepted the spots. Some newspapers on the schedule requested a few copy changes, but none refused to carry the ads.

Tassette Inc., later this year (AA, Feb. 27), following its introductory ads endeavored to register a 200,000 share stock issue to raise funds for a national sales drive. #

Ill. Broadcasters Elect Sherman; Seek Secretary

Gordon Sherman, general manager of WMAY, Springfield, was elected president of the Illinois Broadcasters Assn. at its convention (AA, Nov. 13). A change in bylaws was made to provide for two vps—one for radio and one for tv. Robert W. Frudeger, general manager of WIRL, Peoria, was elected vp-radio, and Clark George, general manager of WBBM-TV, was elected vp-television. M. H. Stuckwish, WSOY, Decatur, was reelected secretary-treasurer.

The Illinois association also voted to hire a fulltime executive secretary, who will handle legislative liaison as well as administrative duties. The board of directors is expected to make a recommendation for the post after the first of the year.



STORM CENTER—*This 40' spectacular for Tassette, new feminine hygiene item, last month drew criticism of the ANA-Four A's committee for improvement of ad content.*

Latin Americans Hold First Ad Congress

SAO PAULO, Nov. 16—More than 900 Central and South American advertising people assembled here last week for the First Latin American Congress of Advertising.

While there have been several preparatory meetings in the last year leading up to this congress, it was the first time in the history of Latin American advertising that delegates from all parts of the continent—representing media, advertisers and agencies—assembled under one roof to discuss their mutual interests.

And it was an unusual roof at that, symbolic of the growing advertising business south of the border. The four-day meeting in Brazil's largest city (also much publicized as the world's fastest growing city) was held on the lower floors of a 36-story building which is still under construction. But the delegates from Argentina (about 100), Mexico, Colombia, Uruguay, Paraguay, Chile, Peru, and elsewhere did not seem to mind the incomplete nature of their surroundings.

■ The main purpose of the congress was to bring together large groups of advertising people from all points, for the first time. The congress elected officers, appointed committees, socialized and spent much time on the mechanics of setting up its organization. In substance, the group may be compared to the U. S. Advertising Federation of America.

Reports were made on such esthetic subjects as "advertising as an art." But at the same time, the delegates appeared most interested in reports on the significance of the new Latin American common market and a commission report on education for advertising. On display were creative exhibits in the field of print, television, theater and other advertising.

■ Frederic R. Gamble, president of the American Assn. of Advertising Agencies, attended the four-day meeting as an observer and brought greetings from the U. S. ad business.

Mr. Gamble urged the group to work together, "putting aside vested interests or other selfish paraphernalia, for the common good." He urged interchange between North and Latin America and the development of personal acquaintances as important goals.

The congress decided to hold its second meeting in Mexico City in October or November, 1962. #

Liebmann Gets Baseball Mets

To Spur Rheingold Sales, Brewer Outbids Schaefer via $1,200,000/Year Offer

NEW YORK, Nov. 14—Casey Stengel and Miss Rheingold yesterday teamed up in a hasty "wedding" to bring an unusual combination of brains and beauty to Liebmann Brewery's advertising strategy.

But the "marriage" contract, by which Rheingold agreed to pay the New York Mets baseball team $1,200,000 a year for five years for radio-tv sponsorship rights, rocked other brewers scrambling in this tough market.

Aiming to buck slipping sales, Rheingold outbid its rival F.&M. Schaefer Brewing Co., for the broadcast rights, and locked up the deal over the weekend. In the process, Rheingold bought an unknown club at a price regarded by competition as inflated, and without radio or tv outlets for the games.

"I don't think I can go into that," said William L. Dye, ad manager at Liebmann. "It's a relative matter what's considered too much money or too little. Obviously, we thought it's worth while. It's more than some of the other companies were willing to pay. I think it's worth while; I hope I can say that in five years!"

"You just can't fathom anybody going into a deal of this kind in this way," said Batten, Barton, Durstine & Osborn, Schaefer's agency, which was nudged out of the bidding. BBDO had offered the Mets about $1,000,000, and "we knew exactly to a penny what it would cost us," the agency said.

Schaefer had prepared a 20-station network for game coverage in Connecticut, Massachusetts, Pennsylvania and New York for one year and had lined up WOR-TV for five years.

■ However, Rheingold topped Schaefer's bid by $200,000 and also contracted to buy 100,000 tickets annually to Met games. Moreover, the brewery agreed to invest about $1,000,000 of its advertising money to promote the Mets.

At this price, Rheingold practically paid twice as much as Schaefer paid for an identical package with the Brooklyn Dodgers in 1957. Schaefer paid the Dodgers $600,000 a year; it sponsored the Dodgers nine years, from 1949, and the Dodgers, "whether good, bad or otherwise," always had an audience, Schaefer said.

The Rheingold buy of the embryo Mets, newest addition to the National League, was said to be based on what P. Ballantine & Sons pays for sponsorship of the Yankees.

■ Rheingold's move was a surprise because the brewery has not been in baseball sponsorship before.

BBDO figured it had pretty much wrapped up the deal before Rheingold moved in. For 1962, BBDO will sponsor seven baseball packages, four for American Tobacco Co., two for Standard Oil of California, and one for Burgermeister Brewing.

■ Meanwhile Rheingold this week was seeking both co-sponsors and networks. Mr. Dye said the brewery is negotiating with WOR, WNTA and WNEW to carry radio and tv broadcasts exclusively in the New York area. He said the brewery had not prepared any "package" before making the deal "because of the time element." He expected the radio arrangements to be made "within 10 days."

Foote, Cone, in accordance with a long-standing policy, declined comment on the Mets buy. Paul Hogue, vp and account supervisor, said he could not comment on the price, whether the decision had been "sudden," or whether the agency had prepared a broadcast package.

Whatever the risks, Rheingold has broadened its marketing strategy to hit the big baseball following among Negroes and Puerto Ricans in New York. These two elements probably account for as much as 25% of beer sales in the metropolitan area.

Rheingold does 97% of its sales in New York City, but test indications are it probably has ceded first place here to Schaefer. In Harlem, Ballantine apparently leads in sales, mainly because of the tough combination of Mitch Miller and the New York Yankees.

The baseball buy now rounds out Rheingold's effort to reach a broader beer-drinking population. A survey taken eight months ago by another regional brewery indicated that, while Miss Rheingold was the brewery's greatest advertising appeal over the years, "the association was not necessarily a good one." Some beer drinkers, the survey indicated, felt the Miss Rheingold approach too "effeminate." #

Citrus Group's Head Defends Public Airing of Ad Agency Bids

LAKELAND, FLA., Nov. 14—A proposal for more public presentations by advertising agencies seeking accounts was made here yesterday by a spokesman for the Florida Citrus Commission, which recently reappointed Benton & Bowles to handle its $3,500,000 account.

The proposal was made by Homer E. Hooks, general manager of the commission, in a letter addressed to the advertising news columnist of the *New York Times*, and simultaneously made public. The letter challenged a column by Peter Bart which concluded that the seven agencies making public bids for the FCC account suffered "public humiliation." *(For another criticism of the commission's methods, see comment by Walter Weir on Page 1.)*

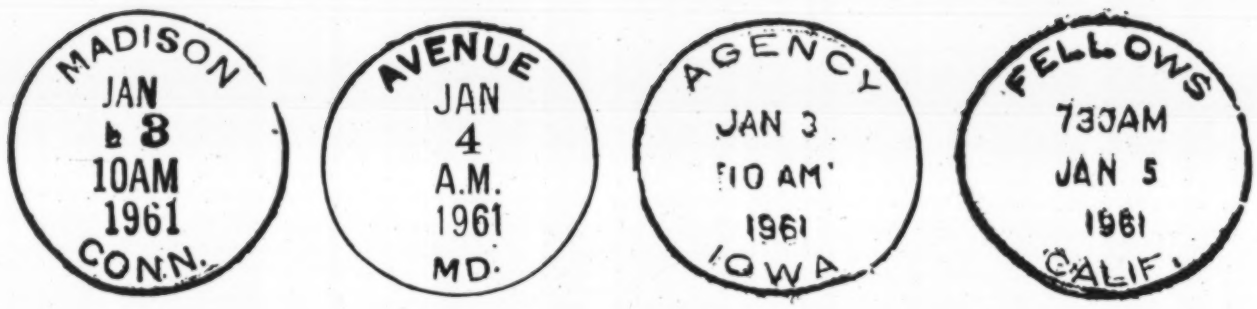
■ "From your article and other sources," the letter said, "it appears there is a large degree of self-conscious preoccupation with 'image' in the advertising industry. But it also seems most of the worry is about what other agency people might think, rather than what clients or the public might think.

"We think the advertising industry did a magnificent job down here and can be proud of the seven agencies which made presentations," wrote Mr. Hooks. "The image of the advertising industry rose several points when we saw the tremendous amount of planning and ingenuity that went into the presentations, as well as the high caliber of creative minds who were here to tell us what they had done for others and what they could do for us."

■ Mr. Hooks advised agency executives quoted anonymously in the *Times* article to ponder this point: Would it not be better for the advertising industry image if there were more public presentations and less secrecy; more forthright demonstrations of the arts of advertising, and less of the mumbo-jumbo that a great many people think goes on behind closed doors along Madison Ave., more clear expressions of the 'why' of advertising and 'how' advertising is made, and less of the breast-beating and hand-wringing over imagined humiliations and bruised feelings." #

The postmarks are actual reproductions

Hey, all you



remember to cover the small-town market with Grit!

You *need* a solid small-town publication on your national advertising schedule to offset the metropolitan bias of the big mass magazines.

Only one publication fills that bill. Grit. Each week Grit goes to 16,000 small towns, reaches a primary audience of some 850,000 families. Over 58% of that circulation is concentrated in towns of 2500 or fewer. A bare tenth of 1% goes to cities of 1,000,000 or more, where the mass magazines hold sway.

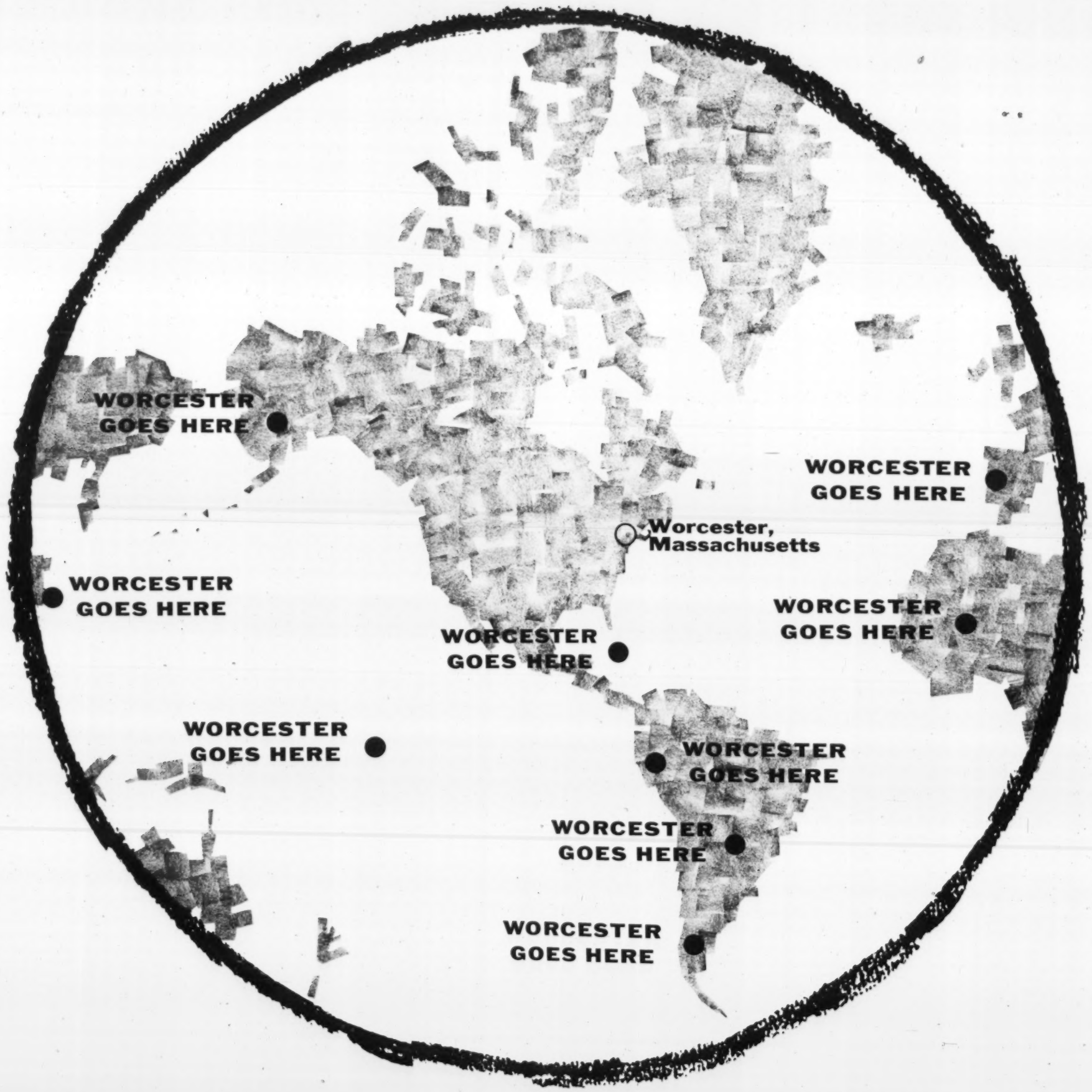
Thus does Grit help give you the *balanced national coverage* you must have for total marketing success.

But Grit gives you more than mere coverage. Grit gives you *reader interest:* it is the one national publication edited solely *for* small towners, and it boasts a phenomenal 87.5% single-copy sales. And Grit gives you *reader response:* right across the board, Grit-advertised products sell better in small towns than across the nation as a whole. Chevrolet, for instance, uses Grit regularly . . . and has 29.5% of the Grit market, compared with 24.6% nationally.

And Grit costs so little. You can actually maintain a big-space Grit campaign for something like $2 per town per year. What *we* maintain is that Grit belongs on your advertising schedule!

GRIT

Grit Publishing Company, Williamsport, Pa.
Represented by Newspaper Marketing Associates


WORCESTER
GOES HERE
WORCESTER
GOES HERE
Worcester,
Massachusetts
WORCESTER
GOES HERE
WORCESTER
GOES HERE
WORCESTER
GOES HERE
WORCESTER
GOES HERE
WORCESTER
GOES HERE
WORCESTER
GOES HERE

WORCESTER IS GOING PLACES...

For the first nine months of 1961,

travel linage in the Worcester Telegram-Gazette

and Sunday Telegram has leaped 52.6%

The Editorial Viewpoint . . .

Advertising Is Not a Commodity

Last week the U. S. court of appeals in Chicago affirmed a lower court decision which held that advertising time is not a commodity under the meaning of the Clayton Act.

The decision, in the case of Amana Refrigeration against Columbia Broadcasting, may be more important to all of advertising than is at first apparent. Amana charged CBS with violation of the Clayton Act, one of the basic anti-trust statutes, by giving competitors greater discounts in connection with the sale of air time, and with other violations of the anti-trust law. In 1959 a federal district judge held that Amana did not have a cause of action because advertising is not a commodity within the meaning of the Clayton Act, but a service; and the appeals court has just re-affirmed this position.

What makes the distinction so important is that there is grave doubt in many quarters as to whether the broadly existing media rate structure—not just in network broadcasting but throughout the advertising media field—can meet the requirements laid down in a number of commodity cases decided in recent years by the courts. If, in the present instance, the courts had held that advertising is a commodity within the meaning of the Clayton Act and therefore subject to the tests of discriminatory pricing which have recently been applied to numerous commodities, then almost certainly a rash of suits testing numerous aspects of the rate and discount structures of all kinds of advertising media might have been expected.

The court's distinguishing advertising as a service and not as a commodity, therefore, is of great importance. Up to the present, at least, no serious effort has been made to maintain, for example, that discount scales for volume purchases must be based on provable cost savings to the seller, as has been successfully held in a number of commodity cases.

Radio Looks Healthy

It is interesting to note that radio continues to resist any tendency to die as an advertising medium. According to official Federal Communications Commission figures just released, time sales to advertisers by radio stations and networks in 1960 totaled $622,500,000, up 6.8% from 1959, and continuing the upward trend of recent years.

Network radio continued to decline in relative importance. Its share of the 1960 advertising dollars amounted to only $35,000,000 (off 1.7%), while spot time sales moved up 7.4% to $202,000,000, and local sales moved up 7.3% to $385,000,000.

The Katz Agency, which represents a considerable number of radio stations, says it expects spot radio sales to drop slightly this year from the 1960 figures, but the anticipated decline is in the nature of less than 4%, a figure which a good many advertising media would be willing to settle for this year. So it is clear that radio is in a reasonably healthy state, and as it clarifies its own position, should move upward again with other media as advertising volume moves upward.

Incidentally, the Katz comment on radio volume emphasizes the point which some of us frequently forget: Most media figures aren't honest-to-goodness balance sheet figures, but approximations. Katz says radio spot is expected to drop to $202,000,000 this year from $210,000,000 last year; but the official FCC figures say last year's volume was $202,100,000, not $210,000,000.

Thus, if Katz's estimate for 1961 is accurate, spot will be almost exactly the same this year as last.

Four Good Jobs Open

Once in a while, we can't help being impressed with something one of our advertisers does. And this week we are impressed with the full-page ad Jack Tinker placed for Jack Tinker & Partners in the Nov. 13 issue of Advertising Age.

Jack Tinker & Partners, as the ad explains, is the experimental creative unit of Interpublic Inc., the corporate top dog in the McCann-Erickson complex. The ad announces that Tinker has four positions open at starting salaries of $21,000, and that they are open "to the people at McCann-Erickson and McCann-Marschalk, as well as to other good advertising people everywhere."

Convinced as we are of the quick, thorough readership of Advertising Age, we are sure that by the time this editorial appears Jack Tinker will have a stack of applications high enough to reach the ceiling in that two-story conference and presentation room at the Dorset Hotel, so we're not running this editorial to drum up any more replies for Jack.

We are commenting on it because we like the importance and the stature given to the manpower hunt by the size and impressiveness of the ad, and by the direct, open and inviting manner in which the jobs are presented, and because it's too bad that this kind of open-faced advertising for *people* is so rare.

And please don't shake your head about how this sort of thing just encourages people to move around within the business. In the case of so-called creative people especially, very often a really good talent can be saved only by moving it to what seems, even if momentarily, to be a sunnier spot.

Gladys the beautiful receptionist

—C. B. Sugar, Batten, Barton, Durstine & Osborn, Los Angeles.

"The AE says our client is a middle of the road fanatic."

What They're Saying . . .

TV Culprits

One of the major difficulties in the tv business is that the networks are held responsible by the public for what, if they are told the truth about themselves, they are not at all responsible. The local stations, in tv as in radio, show what they choose and determine what is desirable according to local demands. This does not absolve the networks from the sin of offering rubbish; it explains that there is an intermediary partner in the transaction and that he actually has a final voice as to what is actually to be shown.

But he has some partners on the side. They are called sponsors. Sometimes they are managers of stores or factories; usually they are advertising agencies or public relations counsel. They pretend to know what the public wants. If one of them attempted to dictate policy to a newspaper editor, he would most likely be thrown out of a window, although many try and many advertising departments hope to assist them. Television has not attained such independence, not yet having a Peter Zenger, and therefore the advertising agencies, etc., exercise an undue influence over the local stations which cannot afford to get in Dutch with those who provide the revenue.

The solution to this problem is not a Children's Hour, which children will abhor, but rather pay television. The parents could control what they want shown by throwing a coin into a slot. That does not mean that the kids would not bootleg what they really wanted to see. It would mean that the revenue for rotten shows would be less than can now be obtained from the advertisers. It might safeguard some children from lessons in murder.

Television will never achieve maturity until it finds a way to free itself from control by advertising agencies. After all, the account man in an advertising agency is not an expert in child psychology. He is a person who is supposed to keep the account of the agency so that it can earn as much money as possible . . .

—From George E. Sokolsky's King Features Syndicate column.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN**, executive vice-president and general manager. **J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211); 8217 Beverly Blvd., Los Angeles (OLive 1-3710).
Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.
Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Lawrence Bernard** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.
Associates: New York—**Phyllis Johnson, Ramona Bechtos, Frank Sinclair, Rance E. Crain, Robert Heady**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett**. Detroit—**Hugh C. Quinn**. Los Angeles—**Denis Higgins**.
F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: **Richard E. McCarty**, western advertising manager, 8217 Beverly Blvd., OLive 1-3710. San Francisco: **Wm. Blair Smith**, 22 Battery St., YUkon 1-1299. Portland, Ore.: (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Joshua B. Powers, Ltd., 27 Cockspur St., London SW1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17. Tokyo: International Media Representatives, Ltd., Kisha Kurabu, 14, Marunouchi, 2-Chome, Tokyo.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

A sign displayed by a car-wa[shing] establishment on the north [side] of Chicago reads as follows:
"Collectors of external resid[ue]"

•

Those clever advertising w[ord]-smiths who know how to desc[ribe] deodorants in such elegant t[erms] nevertheless seem to depend heavily in their personal communications on the verb of that Anglo-Saxon noun, "stench."

•

Admirers of fried chicken will agree with Ed Acree in his belief that the poultry industry should show the product cooked rather than as nature in the raw.

•

A man is usually considered innocent until proven guilty, but the FCC warns that stations should take note of pending FTC complaints in screening their advertising.

•

Creative people belong in advertising and marketing, but right now the best opportunities seem to be those offered to the tax experts and legal beagles.

•

"D. C. leads U. S. in per capita sales of liquor," the headline says. And considering the number of cocktail parties available to the free loaders, few would dispute the accuracy of the statistic.

•

Some political observers think the Jack Kennedy war story would have had better results if its distribution had been delayed until 1963 or 1964.

•

John Knight said in his newspaper column that the President devours news and other information the way Caroline does Wheaties.

This is the nicest General Mills testimonial that has ever been circulated in the public prints without being labeled "advt."

•

"The Skillionaire buys a car and a half!" the ad asserts, and Susie the sociable secretary says she wonders what he can do with half a car.

•

Business Week's ad on "Why cover girls don't like us" was illustrated with a picture of a luscious cover girl whom it would be hard for a circulation manager not to like.

•

American Builder says there are more failures among restaurants than in any other business classification, and maybe the owners can never learn to like their own cooking.

•

The makers of the Daisy air rifle have circulated a long questionnaire among agencies interested in their advertising, and not one of them asked if the candidate had ever handled an air rifle account.

•

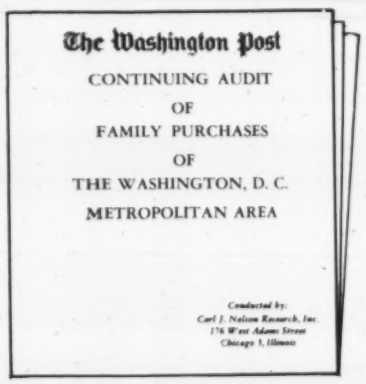
An interesting feature of the offer made by Jack Tinker & Partners to four new associates is "considerable freedom from deadlines and telephones."

Can this be the advertising business?

COPY B.

In America's most highly educated major market, more married college graduates read The Washington Post than read both other Washington newspapers combined.

Carl. J. Nelson Research, Inc., January-June 1961



Write or phone for brand information on commodities measured in The Washington Post's new survey.

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.

From Dow Jones & Company, Inc.

Announcement & Invitation

A Bouncy, Healthy New Baby Is About to be Born

Proudly sired by the editors of the highly successful national business daily, *The Wall Street Journal*, the spritely infant will be something really new in the field of journalism—an ***all-family national weekly newspaper.*** It will commence publication Sunday, February 4, 1962.

It will be named **THE NATIONAL OBSERVER.** This will be a dramatically-different full-size newspaper, yet compact—all in one section.

You, and every member of your family, will want to read **THE NATIONAL OBSERVER** every week—as will most intelligent, curious, concerned Americans.

It will feature news—hot, late news; news in review and perspective; analysis of news about to be made. News of the world, national news, local news from anywhere of national interest. News of tensions, news of relaxations—including sports, theater, movies, books, TV and radio, health, education, home, vacations, travel.

Timely pictures and picture-stories will be used wherever they can do a better job in communicating information to you more quickly than words alone.

There will be stories and features that will illuminate the serious. But also off-beat, amusing stories to balance your diet. Cartoons, puzzles—and even the weather . . . a week in advance!

You will never have to wade through the billowing folds of section after section to get at what you want to read. We think most readers will be keenly interested in everything in **THE NATIONAL OBSERVER** . . . not just a bit here and

4 frequently-asked questions about *THE NATIONAL OBSERVER*

1 ***What is the big idea?***
To so illuminate the news that busy people everywhere will be able to read less yet understand much more of the events and trends of our times.

2 ***Who needs it?***
There are millions of families who feel a real need for a good national weekly newspaper. They want and need a comprehensive and objective report that brings them much closer to the news than any weekly magazine can do, yet with more perspective and much more compactness than they now get from their Sunday newspaper.

3 ***You say "compact"; does this mean a tabloid?***
No; The National Observer will be a *full-size* newspaper, but in a single section of no more than 32 pages.

4 ***Will The National Observer carry advertising?***
A reasonable proportion of The National Observer's space will be allocated to advertising, not only for producing revenue but also for its informational value to readers. A number of advertisers have already inquired about reserving space. If you are interested, please contact Mr. O. Quintin Di Maria, Advertising Manager, The National Observer, 44 Broad St., New York 4, N. Y.

a bit there, as sometimes happens with giant newspapers.

Here you will get the easily-readable, understandable, usable writing styles pioneered by *The Wall Street Journal*, and lauded by prominent editors and writers everywhere. (To anticipate a question—No, this will *not* be "the Sunday edition of *The Wall Street Journal*.") **THE NATIONAL OBSERVER will be a weekly of broad, general appeal—by anyone's standard.**

In the beginning, the new publication will be printed and distributed only from Washington, D.C. But as people everywhere catch on to the reading excitement and satisfaction it provides, our other seven already-operating and regionally-located modern printing centers can be swung into the picture quickly.

In city after city—in town and village, too—**THE NATIONAL OBSERVER** soon will be available each Sunday at newsstands and through home delivery. And whether you get it by home delivery or at your newsstand, the price will be the same: only 25c per week.

Or, you may enter an annual subscription for mail delivery, assuring you of keeping more completely and quickly informed with the latest news than is possible through the newsweekly type of magazine. The price is $10 per year. (*You may deduct $1 from this if your subscription is entered now, before publication begins, and is accompanied by your check or money order—thereby saving us the cost of billing you. This represents a big $4 saving over the single-copy price.*)

Your promptness in subscribing now will help us better to estimate our initial printing needs, and will be greatly appreciated.

Your Charter Subscription Invitation

THE NATIONAL OBSERVER
1015 14th St., N.W.
Washington 5, D.C.

Enroll me as a Charter Subscriber to THE NATIONAL OBSERVER for one full year at $10 and bill me.

NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

SAVE $1!

My payment of $9 is enclosed
☐ By Check ☐ By Money Order

AA1

© Dow Jones & Company, Inc., 1961

IN TUCSON

University of Arizona enrollment reaches all-time high...

13,800*... a 114% INCREASE OVER 1956

*Largest on-campus enrollment in the 8 Rocky Mountain States.

...FURTHER CONCLUSIVE EVIDENCE OF TUCSON'S EXPLOSIVE GROWTH

The Arizona Daily Star MORNING & SUNDAY

If you want to cover Arizona the Star and Citizen are a must

Tucson Daily Citizen EVENING

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Western Golfers Elect

Bob Davis of Kraft Foods Co. has been elected president of the Western Advertising Golfers Assn., Chicago. Other new officers of the group are Dave Lockwood, D'Arcy Advertising Co., 1st vp; George Bolas, Tatham-Laird, 2nd vp; Joe Fall, *SBI*, secretary; and Bob Barr, *Time*, treasurer.

Wexton Agency Revamps

Wexton Co., New York, has promoted Larry Schwartz to chairman and chief executive officer. Martin Solow, formerly exec vp, succeeds Mr. Schwartz as president and Adrian Price has been advanced to exec vp and supervisor of client services.

Lawder Named VP

Donald Lawder has been named vp and creative director of Salesmakers, the sales promotion division of Chartmakers, New York. Mr. Lawder has been with the company since January, 1961.

They just don't make stagecoaches like they used to.

OUT-RIDER—*This color page, set for the Dec. 16 issue of The New Yorker, is one of a continuing series of ads scheduled in the magazine by Mattel Inc., Hawthorne, Cal., toymaker. The ad is designed to portray Mattel as a company that "makes children happy." Carson/Roberts, Los Angeles, is the agency.*

Sell to EUROPE

The Rich Multi-million Market BIGGER THAN THE U.S.!

through TEAM

Top European Advertising Media

THESE LEADING NEWSPAPERS ARE YOUR SALES FORCE IN EUROPE... DIE PRESSE Austria · LE SOIR Belgium · HET LAATSTE NIEUWS Belgium · THE GUARDIAN Britain · BERLINGSKE TIDENDE Denmark · LE FIGARO France · LE MONDE France

T.E.A.M. newspapers are the answer to your advertising in Europe. Individually, they command high quality readership in their own countries by virtue of editorial prestige. Collectively they offer the advertiser the cream of newspaper readers in the rich and rapidly growing European market. Full details of the T.E.A.M. newspapers are in the brochure recently published. A few copies are still available from The Guardian's office, 20 East 53rd Street, New York 22, N.Y., where Mr. Rex Hearn will help you to take advantage of T.E.A.M. advertising in the only group of daily newspapers offering full coverage of the vast European Market.

DIE WELT Germany · FRANKFURTER ALLGEMEINE Germany · SÜDDEUTSCHE ZEITUNG Germany · CORRIERE DELLA SERA Italy · IL MESSAGGERO Italy · ALGEMEEN HANDELSBLAD Netherlands · NIEUWE ROTTERDAMSE COURANT Netherlands · AFTENPOSTEN Norway · SVENSKA DAGBLADET Sweden · NEUE ZÜRCHER ZEITUNG Switzerland

THE SECRETARY, TEAM, ALGEMEEN HANDELSBLAD, N.Z. VOORBURGWAL 234-240, AMSTERDAM, HOLLAND

Drug Store Sales Outstrip Population Growth, Nielsen Says

CHICAGO, Nov. 14—U.S. drug and proprietary store sales volume soared to a new high of $7.5 billion in 1960, a gain that far outstripped population bulge or GNP growth, A. C. Nielsen Co. reported.

A corresponding gain of 42% over 1955 in prescriptions filled and refilled was reported in the "27th Annual Nielsen Review of Drug & Proprietary Store Trends."

The new record of $7.5 billion is nearly 46% above 1955, Nielsen said, a period which saw a 10% growth in population and a 29% increase in GNP.

The industry's gains are continuing in 1961, but more slowly, the report said. While 1960 business was 5.9% higher than the previous peak volume year of 1959, the rate of gain for the first half of 1961 slowed to a sales increase of 2%.

■ The Middle Atlantic states registered the greatest percentage gain in 1960 (8.3%), with the Pacific states a close second (8%). Only the New England states showed a decline (—0.7%). #

D'Arcy Appoints Four; Adds Bank Account

D'Arcy Advertising Co. has transferred two regional account executives to new territories: John W. King, formerly regional account executive in the southern marketing area, will move to New York to handle consumer advertising in a nine-state area in the East. Ralph Countryman, formerly assistant to the agency's regional marketing service manager in St. Louis, will succeed Mr. King in Atlanta. D'Arcy also has elected John R. Coste a vp and appointed him supervisor of the tire and rubber division of General Tire & Rubber Co. in the Cleveland office. Walter H. Dyer, with the pr department since January, 1960, has been named public relations director in New York.

D'Arcy's Atlanta office has been named to handle advertising for Wachovia Bank & Trust Co., Winston-Salem, N.C., which has 76 offices in 29 North Carolina cities. Merrill Anderson Co., New York, is the former agency.

Bissell Ad Lists 3,840 Dealers

Life, New York, reports the greatest number of dealer listings ever to appear with one of its advertisements appeared in its Nov. 3 issue, when an ad for Bissell Inc. carried 3,840 dealer listings in its seven regional editions.

The Chicago Tribune reaches *more of the readers* you want

Any market for the product you sell can be roughly divided into two kinds of people. Those who buy. And those who can't or won't.

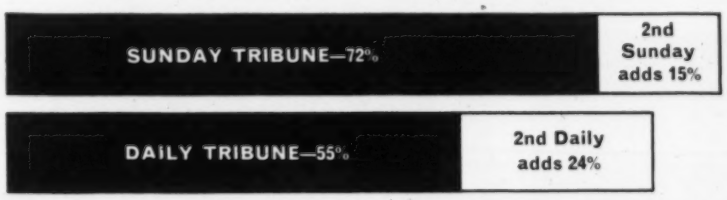
Your problem is how to reach more of the right kind—the people who buy. In Chicago, that's easy, since most of them read the Tribune.

Take jewelry, for example. In city and suburban households, 72% of all jewelry buyers read the Sunday Tribune; 55% read the Daily Tribune.

Now maybe you sell jellies, jodhpurs or jeroboams instead of jewelry. It makes little difference. No matter what kind of buyers you're after, the Tribune reaches more of them than any other Chicago newspaper.

Dollar for dollar of your advertising budget, the Tribune will produce greater sales and profits for you in Chicago.

HOUSEHOLD COVERAGE OF JEWELRY BUYERS



More readers...
more buyers...more results—

THE CHICAGO TRIBUNE

The readers you want are the kind who buy—and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.

"Its 63 editions let us get this campaign right down to the local level."

An appraisal of a magazine's role in your marketing plans will probably include these questions: How is it on the dealer level? Does it really have impact *right where sales are made?* Here are examples of TV GUIDE's unique ability to provide the answers . . . profitably:

General Electric—TV tubes were the product; network television and TV GUIDE spearheaded the advertising campaign. Since dealer tie-in was vital, GE ran a full page in TV GUIDE's national feature section faced by local pages in 57 of its regional editions where participating dealers could qualify to pinpoint their outlets. Result: some 5600 dealers purchased a total of over $560,000 worth of GE tubes and capacitors . . . and were listed in their local TV GUIDE.

Studebaker—The importance of telling prospects *where* as well as *why* to buy was also a major factor in Studebaker's selection of TV GUIDE for announcing the '62 Lark Daytona. A 4-color page in the national feature section meshed dealer listings on facing pages in every TV GUIDE regional edition. Bonus for TV GUIDE automotive advertisers: a 4-color page reaches 306 car-owning families per dollar—more than twice the reach of any other weekly or any biweekly. And they are the tour-America, active-leisure families you want.

American Cyanamid—"Eat an apple while you watch TV" paraphrases the theme of ads appearing in selected editions of TV GUIDE (the only regional editions that parallel TV station coverage patterns). American Cyanamid doesn't sell apples, but customers for its insect sprays do, and this is how Cyanamid supports the apple growers . . . and its own dealers. Since people almost invariably munch while they watch TV, more and more major food advertisers are investing in TV GUIDE.

TV GUIDE lends itself to flexible, imaginative, efficient marketing . . . the only kind that can keep a company in the vanguard today.

TV GUIDE

Best-selling weekly magazine in America

GET TOUGH! Firm up your business by advertising to the *premium* male market in ELKS MAGAZINE

*Starch Consumer Magazine Report, 1961

If your business is slow to respond as the economy turns up—try a promotional push to the affluent, acquisitive Elks market. Elks are among the nation's top earners . . . with a high $8,709 median income*. They are mature heads of households who own and buy just about everything at a record rate*.

Nearly ½ are business owners, officials or professional men—well paid, well housed, well traveled community leaders. Advertising to Elks is smart. They are proven buyers—with the temperament and the means for making consistently large scale expenditures on business, shelter, apparel, leisure, luxury and service items.

Get tough with your ad dollar. Squeeze it for all it's worth with sales messages in ELKS MAGAZINE . . . the only publication designed to exclusively reach, influence and sell the dynamic Elks group. The cost— about ½ that of other leading Men's books.

CIRCULATION.....1,308,301 (ABC 6/30/61)
C/P/M.....$2.33

THE Elks MAGAZINE
• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

YOU MAY NEVER EAT 77 HAMBURGERS AT ONCE*—

BUT... WKZO Radio Will Feed You A Big Audience In Greater Western Michigan!

WKZO Radio gives you by far the biggest bite of the important radio audience in Kalamazoo-Battle Creek and Greater Western Michigan.

Pulse (see left) gives WKZO Radio an average of *73% more listeners* than Station 'B' during 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday.

WKZO Radio is the *recognized* leadership station in Kalamazoo-Battle Creek and Greater Western Michigan. Ask your Avery-Knodel man.

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — JULY, 1960
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

**Philip Yazdzik ate 77 hamburgers at one sitting in Chicago on April 25, 1955.*

AM—TV—FM
The Telzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

There's no biz like show biz, **Dr. Aaron Appleby,** vp and account supervisor of Dean L. Burdick Associates, has decided. He's taking a leave of absence from the pharmaceutical agency to promote and help produce several Broadway and film ventures. Already under way are three musicals—including "The Night They Raided Minsky's," to open on Broadway next year—and six motion pictures . . .

Harvey Jacobs of ABC-TV's sales development department, has won *Playboy's* 1961 fiction prize. His story, "The Lion's Share," which appeared in the September issue, has been judged the best story in *Playboy* for the whole year . . .

Reed Lucy Tansey

BACK TO THE FARM—*Calvin Tompkins (C. T.) Lucy is presented with a 500-lb. Hereford heifer named Hi-Fi for his Virginia farm, at a party given by the Virginia Assn. of Broadcasters honoring his retirement at the age of 70 as radio-tv vp of Larus & Bros. A gift from WRVA, Richmond, the heifer is handed over by John B. Tansey, the station's general manager, while William T. Reed Jr., Larus president, looks happy that the heifer isn't his. At the party C. T. also received a color tv set from the VAB and a radio from WRVA-TV.*

A new Sunday series of "relaxed" jazz concerts, called "Jazz & Coffee," is being produced by Roy Silver, account exec at Smith & Dorian. The concerts start Nov. 26, in New York's off-Broadway Charles Theater. Free coffee will be served, and the playing will be strictly "ad lib" . . .

New responsibilities: **Paul J. Paulson,** account exec at Compton Advertising, has been elected president of Wharton Graduate Business School, New York . . . **Andy Ockershausen,** manager of WMAL, Washington, D.C., is the new president of the Washington Grocery Wheels, a food trade association . . . Another broadcaster, **Al Dresner,** owner of WWHG-AM-FM, Hornell, N.Y., and WBNR, Beacon, N.Y., has been appointed national deputy judge advocate of the Jewish War Veterans of the U.S. . . **Eli Gordon,** JWT vp, is heading the graphic arts committee of the United Hospital Fund's campaign . . .

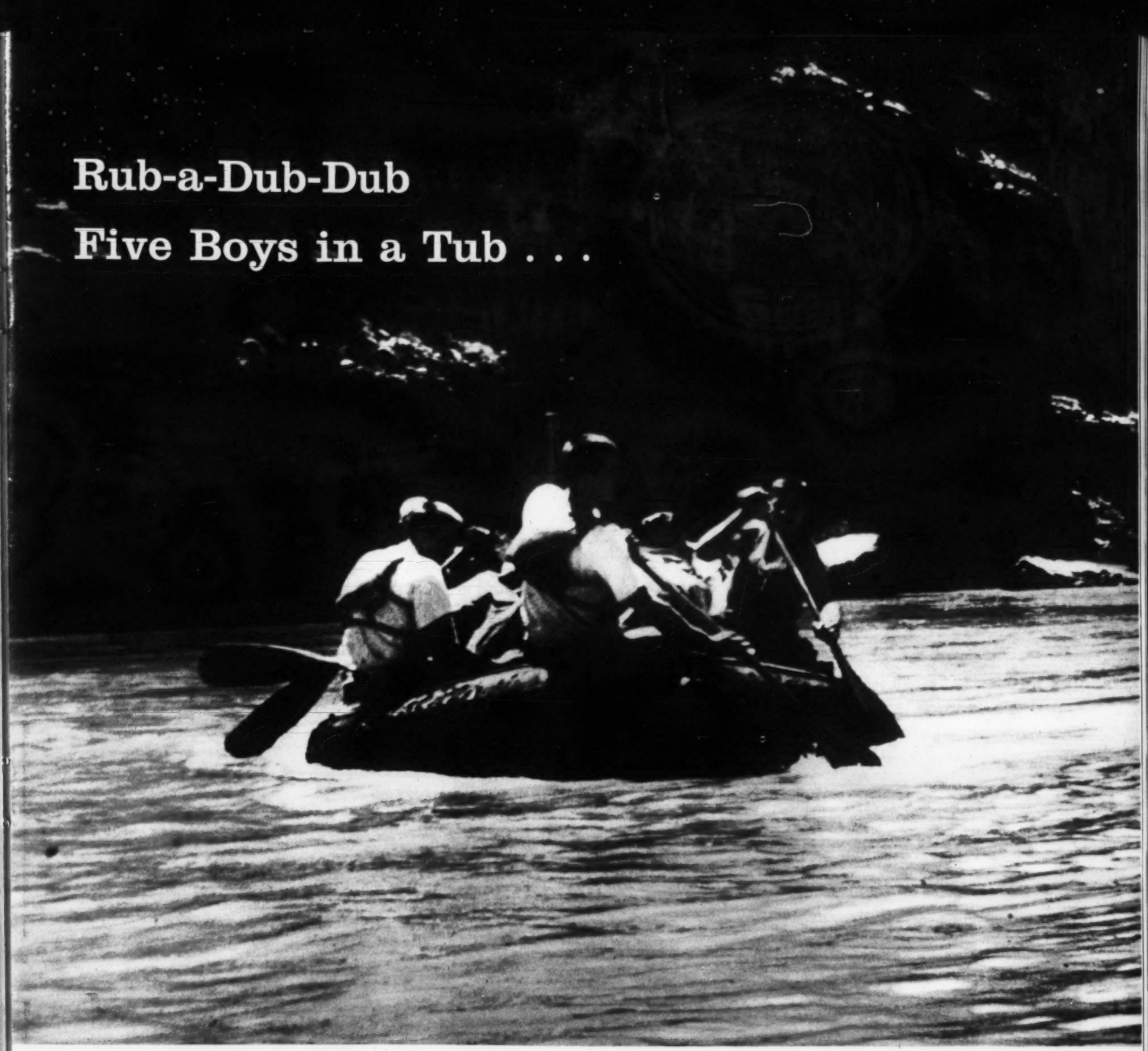
NO FISH STORY—*Harold E. Christiansen (left), president of Christiansen Advertising Agency, Chicago, and Roy Smith, Telephone Engineer, proudly display a batch of trout they caught in the Namecon River in the Lac la Croix region in Canada.*

Look merger: On Oct. 29, Sharon Lee Whatmore, daughter of **Marvin Whatmore,** *Look's* vp and general manager, married **Gardner Cowles 3d,** son of *Look's* president and editor. The bridegroom is in the ad department of the *News-Tribune,* Ft. Pierce, Fla. . .

Robert W. Sarnoff, NBC board chairman, has been awarded the honorary degree of Doctor of Science of Iowa Wesleyan College for his contributions to broadcasting . . .

Norman C. Brown, publisher of the *Anchorage Daily News,* has been appointed a member of the Alaska Governor's Advisory Committee on Economic Development . . .

Blair Justice, science writer with the *Fort Worth Star-Telegram,* was one of two laymen given associate memberships in the Southern Medical Assn. The award was given for "meritorious service to the medical profession or to humanity" . . .



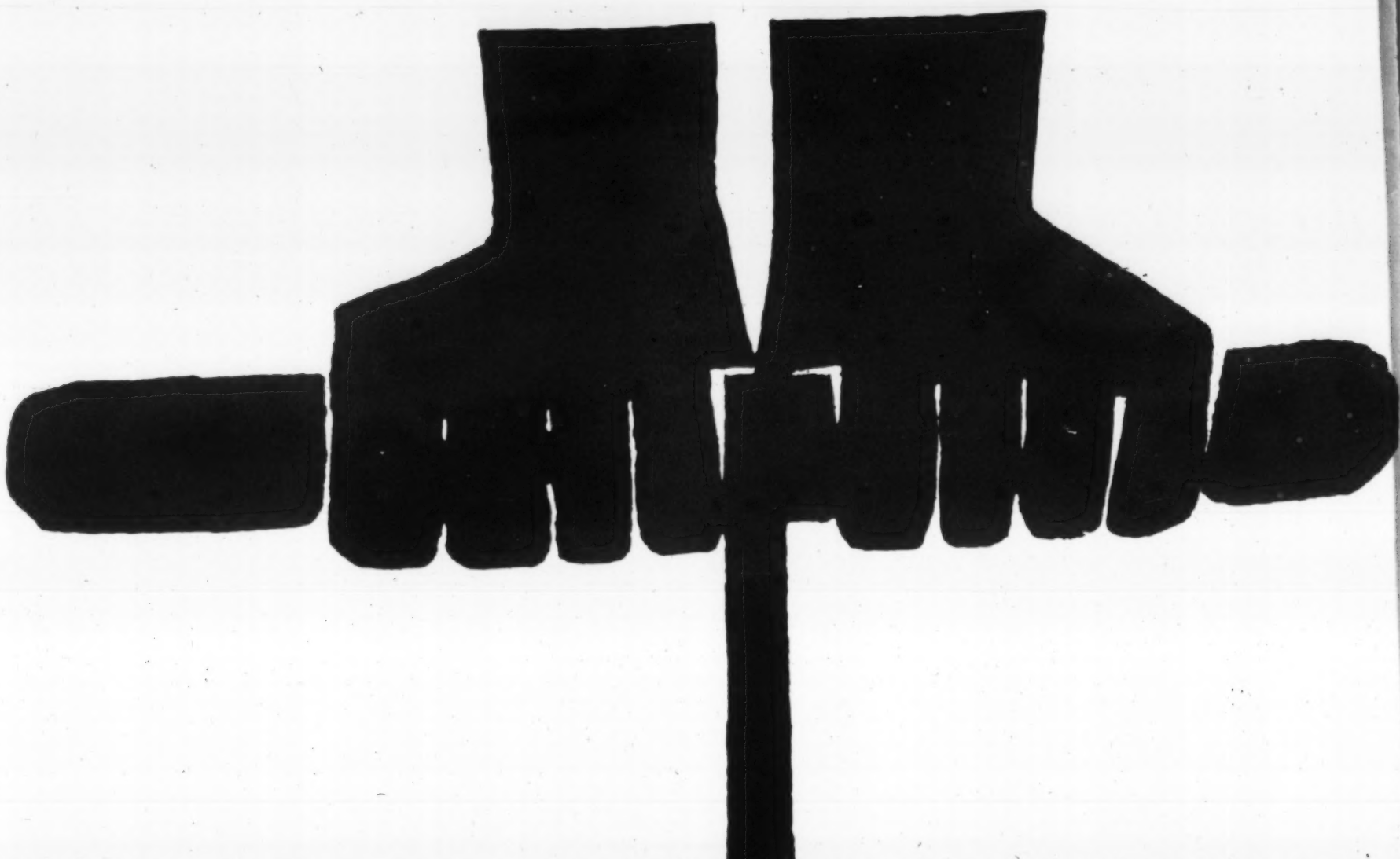
A week's run in five-man rafts on the San Juan River in Southeastern Utah. San Juan, the river of no return. Through the goosenecks and over white water in one of the fastest rivers in the country. Fifteen-hundred foot canyons sheering up on both sides. Treacherous rapids and double-back bends. Boys' Life risks an adult editor to cover the trip with two boatloads of boys, American Indians among them. Adventure is a steady diet in Boys' Life, but there's a lot more than the outdoors that interests today's boys. Take a look at the current November issue.

Four full-length stories by top writers, Jack Schaefer among them. Ten articles and photo features on such diverse subjects as bird watching, babysitting, jaguars, careers in science, disc jockeys, HO railroads, and a trip to the Dakota badlands. Twelve full-color features in the roto section, including articles and photo essays on American law and justice, Christmas cards, woodpeckers, Ashley Montagu's Family of Man series, and the Old Testament (I Kings 12: 1-14). Finally, a batch of regular features and a whole Duffel Bag section on such items as superstitions, contact printing, conservation, stamps, toughening up, clothes for a date, cats, and collecting leaves.

As you can see, it takes a considerable range of knowledge and a staff of many talents to publish a boy's magazine. Boys' Life is the only one of its kind—with at least 50% more male circulation 10 to 17 than any other publication, youth or adult. Advertising in Boys' Life reaches the youth market like no other medium does —it saturates it.

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA



POWER

THE
POWER
OF
CONCENTRATION

IN DETROIT, concentrate your advertising in the 3-county Metropolitan Market, where 1,080,000 families earn more than $9-billions in net effective buying power. In this area of high volume sales, The Detroit News goes into 4 of every 5 homes that get a Detroit newspaper.* In none other of the nation's five largest markets can you get such effective market impact with one newspaper – nor such a low milline rate; $1.93 weekdays, $1.69 Sunday. To sell Detroit, just buy The News.

*Sixth Quinquennial Survey of the Detroit Market, 1961

The Detroit News

723,578 weekdays—914,523 Sundays

6 months ending 9/30/61, as filed with ABC, subject to audit

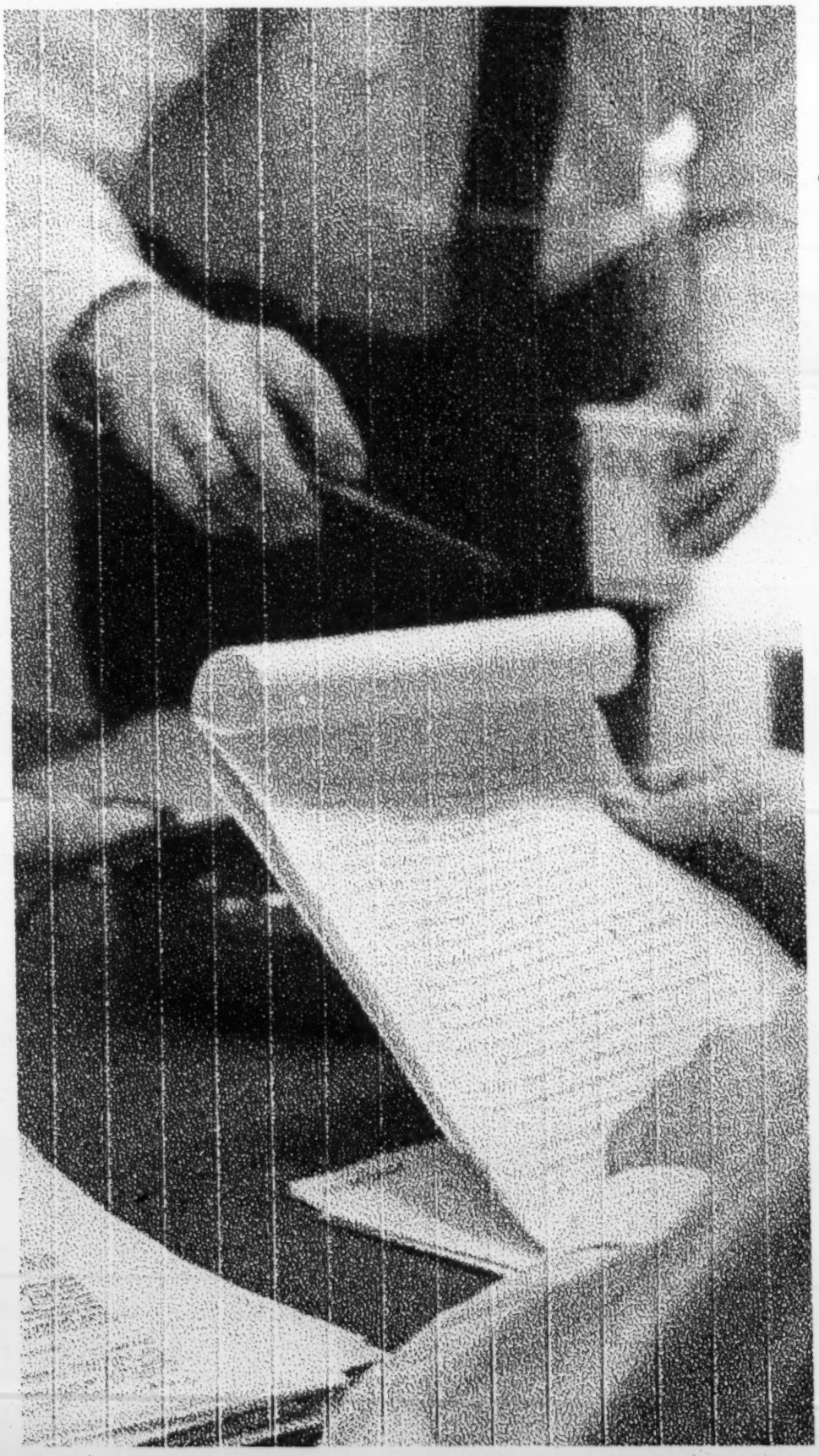
NEW YORK OFFICE: Suite 1237, 60 E. 42nd St. • **CHICAGO OFFICE:** 435 N. Michigan Ave., Tribune Tower
PACIFIC OFFICE: 785 Market St., San Francisco • **MIAMI BEACH:** The Leonard Co., 311 Lincoln Road

more mazuma

for Iowans was spent during first half of '61. Personal income jumped 4.4% over a year ago, reports Business Week. National gain was only 0.4%. Buoyant market, bright people, balanced economy — that's Iowa. Great climate for selling — ask Deere & Co., Armstrong Rubber Co., Walnut Grove Products, many others. Sell the whole booming state with the hometown paper for the whole state of Iowa . . .

DES MOINES REGISTER AND TRIBUNE

PIN DOWN ALL THE IOWA FACTS. CALL NEWSPAPER MARKETING ASSOCIATES — NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, LOS ANGELES, SAN FRANCISCO.



Why the man from TME helps the account executive understand

THE ENGINEERING FUNCTION

Understanding the engineering function, and the men who make it a critical segment of your market*, reveals answers to elusive advertising, sales and marketing problems.

That's why the man from TME calls on his experience in contacting manufacturing men in plants everywhere to help account executives and others understand the manufacturing engineer—the man responsible for selecting the machines, tools and equipment needed to produce all industrial and consumer goods.

Talk it over with the man from TME. He speaks with authority on why, in manufacturing, the vital buying influence is the engineering function.

*TME'S 41,487 (ABC, June, 1961) circulation is concentrated in S.I.C.s 33 through 39.

THE tool AND manufacturing engineer

PUBLISHED BY THE AMERICAN SOCIETY OF TOOL AND MANUFACTURING ENGINEERS
10700 Puritan Avenue · Detroit 38, Michigan

Editorial Quality Evaluator—Gives unbiased rating of all metalworking magazines!

You rate and judge the editorial merit of any magazine reaching your prospects and customers. Write for as many copies as you need.

Information for Advertisers

Wallace Publishing Co., 146 Bates Rd., Montreal 26, has published market data brochures for 12 of its publications. The publications are *Revue Moteur, Batiment, Transport Commercial, Office Administration, Canadian Milling & Feed, Product Design & Engineering, Packaging Progress, Equipment Industriel, Canadian Pit & Quarry, Genie-Construction, Plant Management*, and *Canadian Builder*.

• **Maclean-Hunter Publishing Co. Ltd.**, 481 University Ave., Toronto 2, has published eight brochures. They are "A Report on Canada's Metalworking Industry" (*Canadian Machinery & Metalworking*); "A Market & Media Report" (*Canadian Hotel Review & Restaurant*); "Electronics Market & Media Data File" (*Canadian Electronics Engineering*); "1962 Data File" (*Office Equipment & Methods*); "Report on Canadian Marine Industry" (*Canadian Shipping*); "Challenge" (*Design Engineering*); "1962 Buyers' Guide" (*Canadian Printer & Publisher*), and "Trade Index" (*Canadian Stationer*).

• "Special Analysis of the Photo Industry," a 14-page report covering the photo industry, has been published by **Photo Developments**, 104 E. Michigan, Jackson, Mich.

• "Practical Specifications for Visual Aids II," a 16-page booklet covering format for art for all sizes and types of slides, formula for determining screen width, film strip footage counting and maximum visibility color chart, will be published Dec. 1 by **Admaster Prints**, 425 Park Ave., S., New York 16. Requests for copies should be written on company letterhead.

• Population, households, effective buying income and retail sales in Lincoln-Grand Island, Neb., area and the Knoxville market, are contained in two market studies, available from **Avery-Knodel Inc.**, 720 Fifth Ave., New York 19.

• "First Analysis of Product Identification," which measures the effectiveness of advertising as it relates to its primary function of making a lasting impression on the minds of the readers, has been published by **Contractors' Electrical Equipment**, Sutton Publishing Co., 172 Broadway, White Plains, N. Y.

• "Working Press at Work," a 146-page book which includes 162 advertising result case histories indexed by product, advertiser and agency, has been published by **Associated Business Publications**, 205 E. 42nd St., New York 17. Copies are priced at $1 each. #

Gould Named Publisher of 'San Francisco Examiner'

Charles Gould, formerly assistant publisher and general manager of the *New York Journal-American*, has been appointed publisher of the *San Francisco Examiner*, also a Hearst newspaper. He succeeds Charles H. Mayer, who has been named president of the William Randolph Hearst Foundation.

Charles Gould

Mr. Mayer, who also has been appointed to the board of directors of Hearst Corp., the parent company, will continue to be headquartered in San Francisco. Mr. Gould has been with Hearst for 25 years and joined the *Journal-American* in 1946.

Curtin Goes to London

Thomas M. Curtin has been named European advertising representative for *Fortune*. Currently a member of the magazine's New York staff, Mr. Curtin will move to London headquarters about March 1, 1962. *Fortune's* European sales have been handled by Time-Life International.

CUSTOM CERAMICS for PROMOTIONS · PREMIUMS · GIVEAWAYS

Write on company letterhead for FREE SAMPLE.

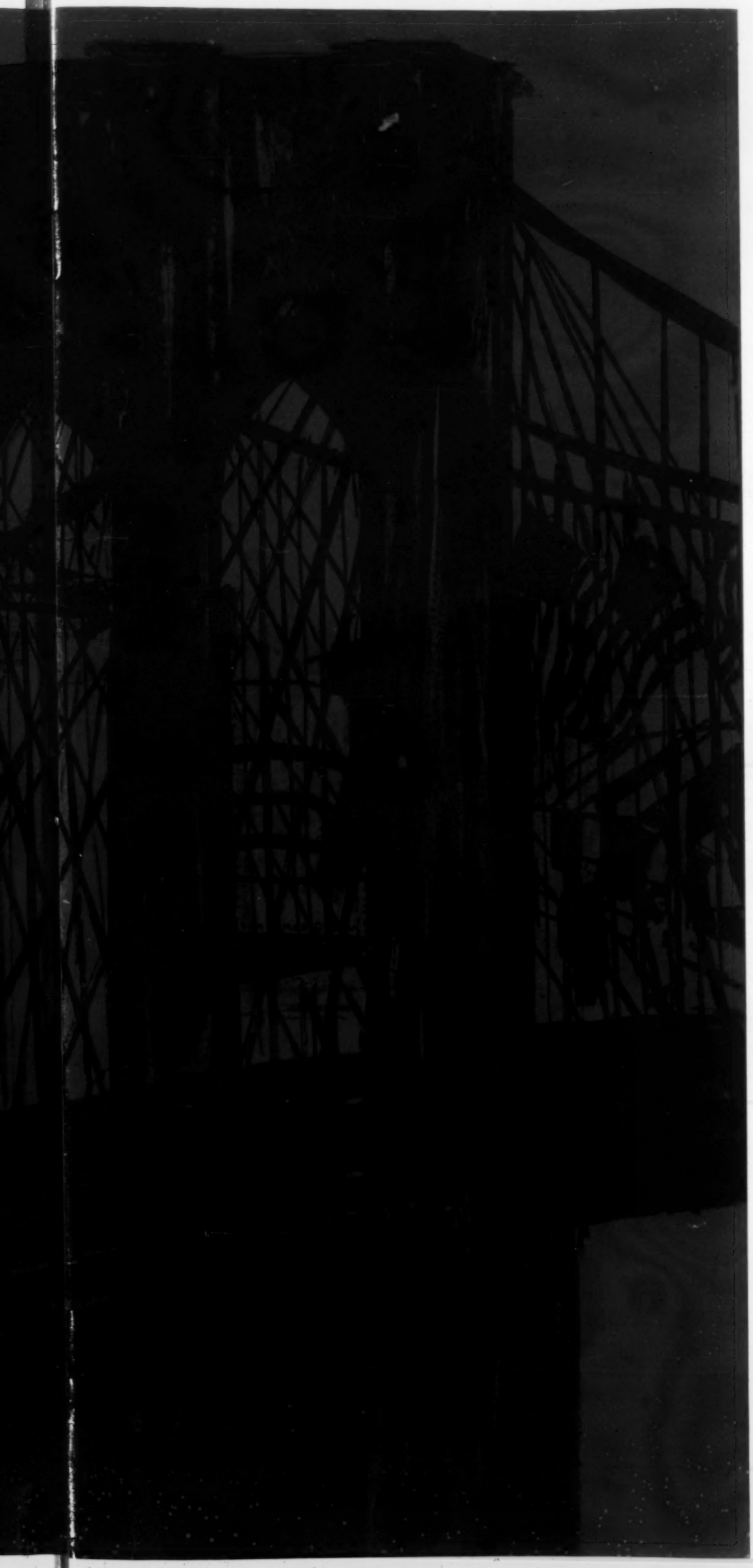
CONTEMPORARY CERAMICS, inc.
175 Fifth Avenue New York 10, N. Y.

SOUTH FLORIDA

youthful,
vibrant,
exuberant!

. . .and this spirit
is reflected by the
South's largest and
most influential
newspaper.

THE MIAMI HERALD IS NATIONALLY REPRESENTED BY STORY, BROOKS & FINLEY, INC.



The Facts of Leadership: #7

ANNOUNCING: A NEW APPROACH TO THE NEW YORK MARKET

Starting with the issue of March 2, 1962 TIME, The Weekly Newsmagazine will publish a New York Metropolitan Edition—a new, highly selective and dramatically efficient means of reaching and selling the important, *best-customer* families in the New York Market.

The area covered by this special Edition will reach from Fairfield County to Monmouth, from Westchester to Suffolk. *300,000* TIME families—and to reach them costs only $2,300 a black and white page. Here is marketing selectivity, *media* selectivity, in the richest marketplace in the U.S.—a circulation big enough to count, a page rate low enough to give any advertiser an extra opportunity for selling.

TIME's New York Metropolitan Edition will run every fourth week starting with the March 2nd issue. It will cover the 22-county New York metropolitan area, the greatest urban-suburban market in America. It will be available in one, two and four-color pages. This new Edition is one more in the growing list of special services to TIME's advertisers —one more way advertisers can profit from TIME's prestige and sales power.

As with TIME's regional editions (Eastern, Central, Southern and Western) the editorial product will be the same; only the advertising will differ. TIME families, wherever they are, expect and get the complete TIME.

Reservations for TIME's New York Metropolitan Edition can be entered now. For further information about this selective marketing opportunity, please contact your TIME representative. TIME, *The Weekly Newsmagazine.*

TIME

WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

Schlitz, Seagram, Hiram Walker Get Popai Twin Wins

First Awards Are Given in 36 Brackets; Beverage Folk Dominate

CHICAGO, Nov. 14—Schlitz Brewing, Hiram Walker Inc. and Seagram Distillers were double winners in the second annual merchandising awards contest sponsored by the Point-of-Purchase Advertising Institute (AA, Nov. 13).

The brewing and distilling industries dominated the awards, taking a combined total of 13 of the 36 first prizes in the various categories. There were also 56 merit award winners named in the judging.

The categories and winning advertisers (with companies submitting the entries shown in parentheses) follow:

Animation-lighted: Theo. Hamm Brewing Co. (Lakeside Plastics).

Animation-unlighted: Jos. Schlitz Brewing Co. for Old Milwaukee beer (Dimensional Products).

Cloth banners, signs: Coca-Cola Co. (Hollywood Advertising Co.).

Complete promotion kit: Cadillac division of General Motors (Display Corp. of Milwaukee).

Double face corrugated counter unit: Minnesota Mining & Mfg. Co. (Reynolds Guyer Agency of Design—mounting and finishing by Arvey Corp.).

Double face corrugated window display: Brown-Forman Distillers Corp. (Schmidt Lithograph Co.).

Single face corrugated: E. J. Brach & Sons (Progress Lithographing Co.).

Single face corrugated wall unit: Seidlitz Paint & Varnish Co. (Bemiss-Jason Corp.).

Decals, flexible films: Associated Bulb Growers of Holland (Goodren Products Corp.).

Lighting: Motorola Inc. (Ullman Gravure).

Lithography ceiling unit: Dodge division of Chrysler Corp. (Chicago Show Printing Co.—mounting and finishing by Chicago Cardboard Products Co.).

Lithography, wall unit: Sunkist Growers Inc. (Schmidt Lithograph Co.—mounting and finishing by Rapid Mounting & Finishing Co.).

Lithography counter unit: Chesebrough-Pond's (Palmer Associates—mounting and finishing by I. Fenster & Sons).

Lithography floor unit: Hiram Walker Inc. (Wesco Associates—mounting and finishing by Fenster).

Lithography window display: Seagram-Distillers Co. (Fenster—designed by Palmer Associates).

Metal displays-general: Lloyd M. Rosenow Inc. (Advertising Metal Display Co.).

Metal wall displays: Bussman Mfg. division of McGraw-Edison Co. (Advertising Metal Display Co.).

Metal counter displays: Bonne Bell Inc. (Keeler & Dunkel).

Metal floor display: Alligator Co. (W. L. Stensgaard & Associates).

Injection mould plastic: Anheuser-Busch (Tel-A-Sign Inc.).

Vacuum form plastic: Dana Perfumes Corp. (Dechar Corp.).

Indoor metal signs: General Motors Acceptance Corp. (Austin & Austin).

Indoor plastic signs: Miller Brewing Co. (Lakeside Plastics).

Indoor signs: Jos. Schlitz Brewing Co. (Dimensional Products).

Outdoor metal signs: Falstaff Brewing Corp. (Grace Sign & Mfg. Co.).

Outdoor plastic signs: Johnson Motors (Neon Products).

Outdoor signs: Pure Oil Co. (Display Corp. of Milwaukee).

Silk screen counter unit: Parker Pen Co. (Dimensional Products).

Silk screen floor unit: Seagram-Distillers Co. (Timely Service).

Silk screen window: Hiram Walker (Wesco Associates—mounting and finishing by Fenster).

Wire counter unit: Heublein Inc. (Consolidated Lithographing Corp.).

Wire floor unit: Yardley of London (Ravenware Co.).

Varied permanent-wall unit: Lone Star Brewing Co. (Display Corp. of Milwaukee).

Varied permanent-counter unit: Jacques Kreisler Mfg. Corp. (P.O.P. Displays Inc.).

Varied permanent-counter display: Pacific Mills Worsted Co., Burlington Industries (Arrow Display Associates). #

Colgate to Markenwerbung

Colgate-Palmolive Co. has appointed Markenwerbung KG, Hamburg, Germany, to handle advertising in West Germany for Colgate and Super Colgate toothpastes, effective Jan. 1. Markenwerbung already handles Cadum soap and Klarein soap pads for Colgate, and is working on the launching of several C-P products for next year.

Ayer Names Knight, Smith

Alwyn W. Knight has been named manager of the Honolulu office of N. W. Ayer & Son. Formerly an account executive, Mr. Knight succeeds James P. Smith, who will be assigned to the agency's San Francisco office.

'Media/Scope' Names Duffy

J. Morgan Duffy, who joined *Media/Scope* last May as district manager for New York and the New England states, has been appointed eastern advertising manager, a new post.

Lakeland to Byington-Reed

The Lakeland Chamber of Commerce has named Byington-Reed, Tampa, to handle its advertising.

We Proudly Announce

the Addition of the

Arkansas Gazette.

One of America's Most Honored Newspapers

To the Group of

Distinguished Newspapers

Represented by

SAWYER · FERGUSON · WALKER · COMPANY

New York Chicago Atlanta San Francisco
Los Angeles Detroit Philadelphia

SPECIAL!

When locally-produced public affairs programming is both informative and popular, you can be sure that the talent which creates it is special. Typical examples: "Alone in Its Greatness," KMOX-TV's salute to the St. Louis Municipal Opera, which attracted a 32% share of audience; "Grant in St. Louis," a candid close-up of an extraordinary American, which had a 36% share of audience; and "St. Louis 1985," an unconventional look into the future, which achieved a fancy 40% share of audience in 4-station St. Louis (ARB). These and other imaginative, local "specials" all competed successfully against strong prime-time network opposition. This all-out attention to the local community is one reason why the community goes all-out for Channel 4. Why, month after month after month, the special audience winner is **KMOX-TV** CBS Owned – Channel 4 in St. Louis.

"I have a marvelous idea! Get the early plane from Washington Friday and drive to the lake. I'll go up in the station wagon with the children after school. If you can pick up the shotgun shells and film, I'll take care of everything else."

What makes Holiday families unique? The range of new ideas and experiences that spark their enthusiasm. They pursue the good life with time, money and imagination. What makes Holiday Magazine unique? The degree to which it serves these varied interests—so broadly and so well. And the responsiveness of more than 900,000 exceptional families makes Holiday a uniquely potent advertising medium. **HOLIDAY—FIRST IN THE EXCITING CLASS MARKET!**

YOU SAVE UP TO 40% ON CAR RENTALS!

5 DOLLARS PER 24 HOUR DAY / 5 CENTS PER MILE *

RENTS SHINY, BRAND NEW AUTOMOBILES THROUGH THE

BUDGET® RENT-A-CAR SYSTEM

1962 Rambler Classic

*You buy only the gas you need. Mileage rates with gas: 7c, compacts—8c, Chevrolets and Fords.

MAJOR CREDIT CARDS HONORED!

OPENING SOON! LAS VEGAS, NEV. • DALLAS, TEX. • MINNEAPOLIS, MINN.

BUDGET RENT-A-CAR IN THESE CITIES:

Baltimore, Md. 837-6955
Chicago, Ill. CE 6-8975
Denver, Colo. KE 4-1324
Honolulu. 937-173
Houston, Texas. JA 9-3651
Indianapolis. ME 6-3416
Joliet, Ill. SA 3-6374
Long Beach, Cal. HE 2-2951
Los Angeles, Cal. OR 8-1259
Phoenix, Ariz. AL 3-2134
Portland, Ore. CA 2-9123
Richmond, Va. 643-6683
Salt Lake City. DA 2-5581
San Diego, Cal. CY 7-3851
San Francisco. PR 6-3588
Seattle, Wash. MA 2-1962
Tucson, Ariz. MA 3-9933
Washington, D. C. FE 8-5185
Waukegan, Ill. ON 2-4630

If you live in New York or Chicago you can reserve a BUDGET CAR in all BUDGET cities at these phone numbers

New York. YU 6-1830 —
Chicago. FI 6-4835.

FTC 'Menace to American Way of Life': Burgard

(For another view of the FTC and its activities, see an interview with its chairman, Paul Rand Dixon, on Page 2).

WASHINGTON, Nov. 14—John W. Burgard, vp and ad director of Brown & Williamson Tobacco Corp., today blistered the Federal Trade Commission as a threat to advertising, to business and to the American way of life.

"The constantly evolving labyrinth of rules and regulations propounded by the FTC is the greatest menace to the advertising business today," he told the Washington Advertising Club. "In fact, this menace extends to all business and inevitably to our whole way of life in America."

The director of the nation's 23rd largest advertiser (AA, Aug. 28) cited what he referred to as the shortcomings of virtually all major media and of well intentioned but misguided proponents of advertising. But he singled out the government body as the clearest danger, because the FTC prevents collective action of the advertising business to control and improve itself.

■ He likened advertisers to a teen ager's father, regarded as the "dope" that "pays the bill." It would be logical for these "fathers," he said, to "get together and agree on what should be done.

"But it can't be done! 'Big brother,' in the guise of the Federal Trade Commission, will not allow the 'fathers' to get together for this purpose, even though it might be the salvation of the family."

The FTC's enforcement of the Robinson-Patman act is even more of a threat, Mr. Burgard said, and transcends Congress' intent.

"The powers of the FTC today," he said, "are undoubtedly greater than ever visualized by those congressmen who sponsored the laws under which it operates."

■ He quoted a circuit court decision which said the commission "wears all the hats involved in the proceedings instituted under its authority. It is, at once, the accuser, the prosecutor, the judge and the jury." The FTC's recent request for injunctive powers, he said, "would eliminate the only right remaining to the advertiser —the right to carry his case to the courts before a ruling can be enforced. There is no demonstrated need for this power, and the passage of such a law would be a blow at the foundation of free enterprise."

Advertising is "an essential tool of business," Mr. Burgard said. "Like any other tool, it will be redesigned or thrown away when it ceases to be effective." He offered the following suggestions for improving the business:

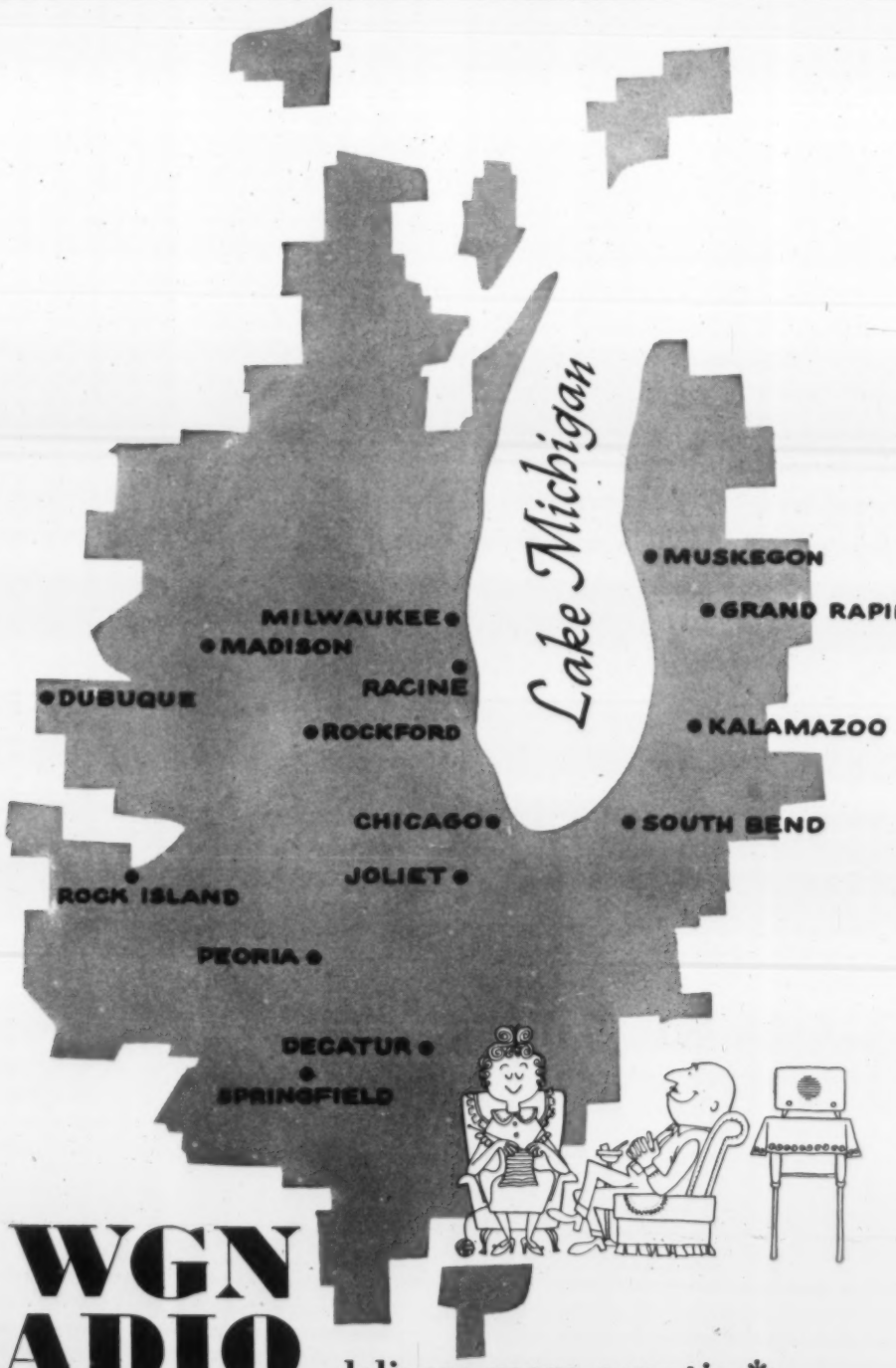
• **Agencies:** "I have little fault to find here—if there is a proper agency-client relationship." But he censured agency men who have criticized Rosser Reeves' "Reality in Advertising," which he believes is "the best 'textbook' since Claude Hopkins' 'Scientific Advertising'." The critics, he said, "failed to understand that the phony heat they engendered contributed nothing to the advertising business and was grist to the mill of its critics."

• **Magazines:** The "compulsive drive" for higher circulation, if carried to extremes, "can only increase advertising costs without a commensurate increase in effectiveness . . . It is not very convincing or logical for one of the leading mass magazines to carry a lead article criticizing over-commercialization in television and, in the same issue, running 102 pages, to carry 48⅓ pages of advertising."

• **Newspapers:** "Long may their race survive—but I wish they wouldn't be quite so independent in devising their discount structures." He urged standard discounts, especially for color premiums.

• **Radios:** "When will the radio people realize that the advertiser wants results—not numbers?" Put six commercials in a 15-minute program, surround it with loud musical expositions of the station's call letters and slogan, and try to get results!

• **Television:** "The greatest danger today is the encroachment on the entertainment time within programs." The average half-hour show, he said, "does well to deliver 23 minutes of entertainment and this frequently includes a minute or more of 'scenes from next week's show'." #



WGN RADIO

delivers more counties*
more homes**
more adult listeners**
than any other Chicago radio station!

Member of Quality Radio Group, Inc.

IN CHICAGO, WGN RADIO means quality programming and dedicated community service.

CHICAGO: 2501 Bradley Place, LAkeview 8-2311

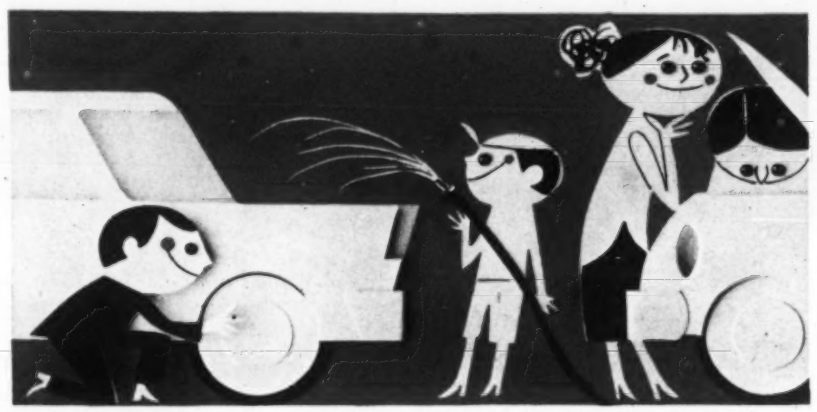
NEW YORK: 220 E. 42nd Street, MUrrayhill 2-7545

Represented by Edward Petry & Co., Inc., except in Chicago, New York, Philadelphia and Milwaukee.

*Nielsen NCS 61, Advance Station Service.

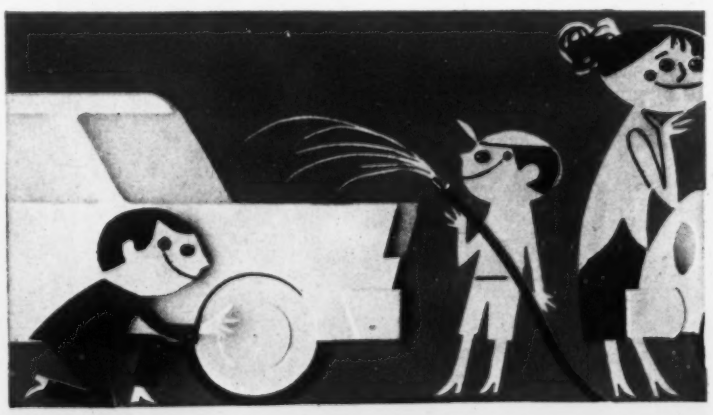
**Nielsen, August-September, 1961, Chicago NSI Report (average quarter hour—Sunday through Saturday, 6 a.m. to 12 midnight).

Digest
1257 *chances-to-sell per dollar*



Post
640 *chances-to-sell per dollar*

Look
615 *chances-to-sell per dollar*



Life
561 *chances-to-sell per dollar*

...double your chances-to-sell to car owners

—your brand of tires, gasoline, batteries or parts—with every dollar you invest in the Digest

Every time an advertisement is seen, it has a *chance-to-sell.* And nationwide research by Alfred Politz* has measured these *chances-to-sell* to magazine readers in households with one or more cars:

In the Digest . .	54,671,000
In the Post. . .	28,329,000
In Look	27,003,000
In Life	26,408,000

Chances-to-sell to these buyers *per dollar* invested in a 4-color page are illustrated at the left. As you can see, the Digest provides about twice the *chances-to-sell* of its nearest competitor . . . typical of the advantage you get advertising any type of product in Reader's Digest. Put the Digest's unequalled selling power to work for you soon!

Source: Alfred Politz Media Studies

People have faith in

Reader's Digest

Want To Catch The Fish-er-man?

More than a million responsive Sportsmen read MOOSE Magazine every month . . . Over 650,000 FISH — Over 500,000 BOWL ← Nearly 350,000 GOLF—325,000 HUNT . . . Join the knowledgeable advertisers who *SELL* via MOOSE Magazine . . . The rate (and the results) will delight you!

EXTRA Volume Purchases for Awards—Prizes available through 1,890 Moose Clubs, with monthly traffic in excess of 1,500,000 "visits".

CLIP TO YOUR LETTERHEAD AND MAIL TODAY FOR FULL DETAILS

Mail to
MOOSE MAGAZINE
Dept. AA4—100 East Ohio St.
Chicago 11—(Or phone DE 7-3090)

Your Name..... Position.....
Company.....
Address.....

Burke Poston Archer

IN A HUDDLE—*New officers of the Advertising Club of Dallas go over the agenda. They are Fred O. Poston, Southwestern Paper Co., the president; Bob R. Archer, Wall Street Journal, vp; and R. J. Burke, R. J. Burke Advertising, secretary-treasurer.*

77.2% of total airlines linage in Indianapolis newspapers appears in The Star and The News

They're in...in Indiana

with The STAR and The NEWS
Morning & Sunday Evening

Advertisers in The Star and The News talk to the people who go places and *buy* things.

Covering 73% of all homes in the Indianapolis metropolitan and retail trading zones (and 53.1% of all homes in the entire $4.3 billion, 45 county market)—this powerful selling team takes your sales messages into more homes and offices at lower selling costs.

The Indianapolis Star and The Indianapolis News

Kelly-Smith Company, National Representatives

Direct Mail Field Must Police Self Soon, Chait Warns

ATLANTA, Nov. 14—Advertising promotion practices are becoming increasingly suspect, according to Lawrence G. Chait, president of Lawrence G. Chait & Co., marketing and advertising consultants.

He told a dinner meeting of the direct mail day meeting of the Advertising Club of Atlanta that "direct mail could well stand next in line for attack, after those opposed to all advertising have done their work of wrecking outdoor advertising and television advertising as effective components of the advertising structure.

"Before direct mail advertising becomes the target of national opprobrium," he warned, "we should take stock of our own honesty, integrity and responsibility as promoters of intimate, in-the-home prospecting."

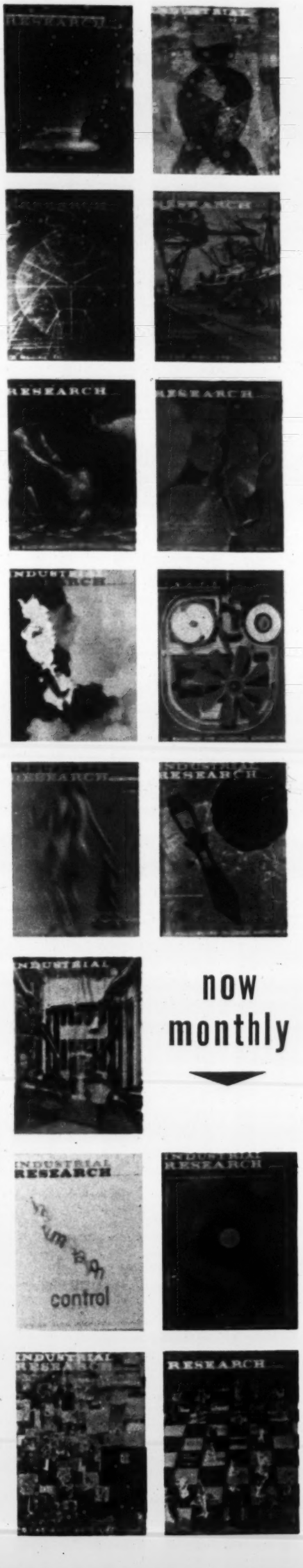
■ If the direct mail industry people do not begin to police their own promotions, Mr. Chait predicted, "very soon" the industry would be policed for them. On this score, he quoted former Postmaster General Summerfield as well as the public relations department of the U.S. Post Office Dept.

Admitting there was "no easy answer which will bring about a change in the public attitude toward advertising," the advertising consultant offered five suggestions as a starting point for promotion practitioners:

1. Pledge to exert every personal influence in assuring that an honest and worth while job of advertising is done on every project.
2. Individually and collectively bring every possible pressure to bear against false, misleading or downright dishonest advertising.
3. Encourage every possible move by leaders of organized advertising toward self-regulation on the highest possible ethical plane.
4. Initiate and encourage on a local, regional and national scale every teaching and training device, leading to greater advertising professionalism.
5. Initiate and encourage the establishment of standards of advertising competency so that advertising eventually may achieve the self-regulated status and prestige of such fields as law, accountancy and medicine. #

Zukauskas Named Publisher

Herbert J. Zukauskas has joined *Constructioneer*, South Orange, N.J., as publisher. Mr. Zukauskas was formerly sales development manager of Beckwith Machinery Co.



If our nation is to continue to prosper, we must reduce the time lag between invention and production. To this end, the undersigned wholeheartedly endorse Industrial Research, the technical magazine for management, which has dedicated itself to this purpose.

THE I·R EDITORIAL BOARD

Dr. Howard H. Aiken
Retired Director, The Computation Laboratory, Harvard University
originator of the Mark I computer

Isaac L. Auerbach
President, Auerbach Corp.
pioneer in information technology

Dr. Richard E. Bellman
The RAND Corp.
author of the dynamic programing theory

Rear Adm. Rawson Bennett (Ret.)
Senior Vice-President, Director of Engineering, Sangamo Electric Co.
former Chief of Naval Research

Dr. Cledo Brunetti
Assistant to the President, FMC Corp.
radio proximity fuse pioneer

Marvin Camras
Senior Physicist, Armour Research Foundation
father of modern magnetic recording

Gen. Georges F. Doriot
President, American Research & Development Corp.
(investors in Industrial Research magazine)

Dr. William L. Everitt
Dean, College of Engineering, University of Illinois
communications engineering authority

Dr. L. Kermit Herndon
Vice-President, Clyde Williams & Co.
chemical industry leader

Dr. Thomas J. Higgins
Professor of Electrical Engineering, University of Wisconsin
automatic control authority

DeWitt O. Myatt
President, Science Communications Inc.
technical information specialist

Dr. Harlow Shapley
Harvard College Observatory
world-renowned astronomer

Dr. Merle A. Tuve
Director, Carnegie Institution of Washington
pulse radio and ionosphere pioneer

Sir Robert Watson-Watt
inventor of radar

Dr. Clyde E. Williams
President, Clyde Williams & Co.
former president of Battelle Memorial Institute

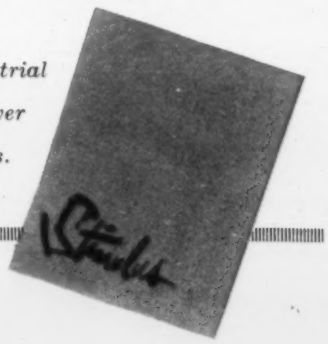
Dr. Vladimir K. Zworykin
Honorary Vice-President, Radio Corporation of America
father of practical television

INDUSTRIAL RESEARCH

is the only magazine written exclusively for the managers of America's technology. It is edited to fill management's need to know about new scientific developments and their profitable applications in industry. Industrial Research, entering its fourth year of publication, is now monthly with a circulation of virtually all technical management in U. S. industry and government.

FREE $6.75 CASE-BOUND BOOK

Have you seen Stimulus? Stimulus, a collection of 16 articles from Industrial Research, is probably the most beautiful book about science you have ever seen. Now in its second printing, Stimulus retails for $6.75 in bookstores. It's free for the asking (to qualified technical advertisers and agencies.)



INDUSTRIAL RESEARCH, Beverly Shores, Indiana

Please send Stimulus:

NAME _____ POSITION _____

COMPANY _____

ADDRESS _____ CITY _____ ZONE _____ STATE _____

"Instantaneous Appeal"

Make the "approach" of your advertising inviting — exciting; impelling — selling. Chicago Phone HA 7-9187.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

Wolff Joins WRDW-TV

Virgil Wolff, formerly assistant sales manager of KYW-TV, Cleveland, has been named general manager of WRDW-TV, Augusta, Ga. He replaces Robert E. Metcalfe, who resigned as managing director of WRDW-TV.

THE LUBBOCK MARKET IS NEAR THE.....

BILLION DOLLAR MARK

Individual Income in the 20 County South Plains Area Is $866,450,000

Authority: EDITOR AND PUBLISHER'S 37th Annual Market Guide

LUBBOCK AVALANCHE JOURNAL

Lubbock, Texas

Can Consumers Spot Misleading Ads? Michigan Panelists Disagree Heartily

DETROIT, Nov. 14—Can the average consumer sift the honest advertising from the misleading, or does he need more protection through increased government regulation of advertising?

This was one of the key points debated here at the second annual Consumer Protection Conference conducted by Michigan Atty. Gen. Paul L. Adams' consumer protection division. Although clear-cut conclusions were few, the meeting did serve as a sounding board for the various elements attending—consumer groups, advertisers, educators, state and federal agencies, and individual housewives.

In one session, a five-member panel discussed the "uses and abuses" of advertising and merchandising. The lack of unanimity on the use of advertising was summed up in the final report of the panel, which said, in part:

"It was felt by some that the sophistication and intelligence of the consumer, together with enlightened self-regulation, was a built-in cure for most abuses discussed. On the other hand, there was violent disagreement with this point of view."

■ Charles F. Rosen, exec vp of W. B. Doner & Co., asserted that "the best protection for the consumer is the consumer himself." The public is sophisticated enough, he said, to know that a quart is one-fourth of a gallon, or that the girl who dreamed of going to opening day in her Maidenform wasn't at the ball game.

The best regulation, he added, comes from within industry—from the manufacturers, media and agencies themselves.

The "violent disagreement" came from Mrs. Jean McKee, a member of the Wayne State University board of governors, who also was billed as a homemaker. "Sophisticated or unsophisticated," she declared, "the shopper needs help."

Mrs. McKee called for better enforcement of existing laws, new laws where necessary and some additional degree of government regulation.

■ Mr. Rosen was the only advertising agency representative to participate in the day's proceedings. But Mrs. McKee was not alone in her plea for more government regulation.

Another panel, moderated by Prof. William J. Pierce of the University of Michigan law school, concluded that the state of Michigan should consider the advisability of creating an office of consumer counsel, charged specifically with the enforcement of existing laws and developing educational programs for the consuming public.

This panel acknowledged the difficulty of defining the consumer, who generally finds himself, at one time or another, in a role other than consumer.

A third panel, discussing quack remedies and food fads, recommended that Michigan adopt a state law conforming with the ideals of the federal food and drug laws. Michigan has no such law now.

In general, the sessions dealt with food and drug problems, packaging and labeling, and pricing, in addition to advertising. #

STAR SAPPHIRE—*Mrs. Douglas Cooper, wife of the president of F. J. Cooper Inc., Philadelphia jeweler, wears a $16,000 star sapphire brooch in this b&w bleed page in the Nov. 18 New Yorker. Harvey & Thomas is the agency.*

Kaye Launches Magazine

Kaye Technical Publishing Co., Chicago, launched a new monthly, *Tool, Die & Machine Review*, in September. The publication will be circulated throughout the Midwest on a controlled basis to more than 7,000 plant managers, tooling executives and owners of small shops. Rate for a one-time b&w page is $200.

'Farmer' Revamps Book

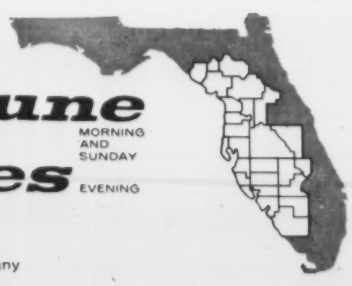
The Farmer, a St. Paul, Minn., semi-monthly, will adopt a new logo and cover design with its Nov. 18 issue. New typefaces, new page layouts and larger illustrations will be used.

This media buy is too HOT not to handle!

The Tampa Tribune and Tampa Times is a one-buy, power-packed purchase. *Take a look.* Tampa T 'n T gives you 81% average daily household coverage* of 18 rich West Coast and Central Florida cities, including 100% coverage of Tampa – Florida's second market; 100% coverage of Brooksville, Dade City, Lake Wales, Sebring, Wauchula and Winter Haven. Plus Plant City – 98%; Avon Park – 91%; Bartow – 80%; Arcadia – 79%; Lakeland – 56%; Bradenton – 49%; Clearwater – 40%; Okeechobee – 38%; Ocala – 37%; Sarasota – 29%; and Gainesville – 20%!

And you get 42% average daily household coverage of our entire 25-county home delivery area! The T 'n T market is the "A" schedule market in West Coast and Central Florida!

**Circulation, ABC 3/31/61. Households, 1960 U. S. Census.*



THE Tampa Tribune 'n Times MORNING AND SUNDAY EVENING

Represented Nationally by Sawyer-Ferguson-Walker Company

RESPECT

When a publication earns the respect of hundreds of thousands of people—people whose companies and homes represent such a big bulk of business in the country that has achieved the greatest economic progress in history . . .

AUTHORITATIVE

When that publication becomes one of the most authoritative and influential media in a mass of diverse reading matter. . . When that publication is available nearly everywhere and is recognized as the businessman's daily source of news and factual information . . . When more management executives read this publication than read any other magazine or newspaper. . . and declare it most useful of all . . .

INFLUENTIAL LEADER

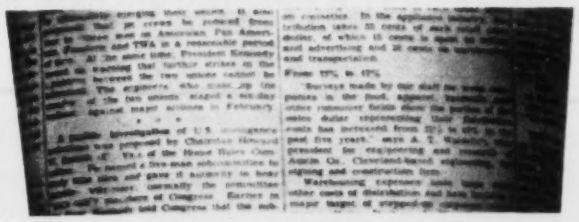
Then that publication becomes a real leader —in any field. And it becomes so important it can well be an advertiser's basic medium for selling almost anything.

This is the case for The Wall Street Journal–the only National Business Daily. When you sell America's Mightiest Million you are taking a mighty step toward selling America's 184,000,000 – almost anything! The Wall Street Journal is full of purposeful reading and meaningful advertising. It is essential for the thinking advertising man who expects responsiveness and results for his sales and advertising dollars. Shouldn't The Wall Street Journal head your list, too?

WALL STREET JOURNAL
Copyright 1961 by Dow Jones & Company, Inc.
What's News—
World Wide
Foreign Trade Rises
Exports
Imports
Tactics Vary as Firms Try to Cut Warehouse Costs, Speed Service
Raytheon Centralizes Stocks, Saves $280,000 Each Year; Firestone Scatters Units

WHEN YOU SELL AMERICA'S MIGHTIEST MILLION...

YOU ARE TAKING A MIGHTY STEP TOWARD SELLING AMERICA'S 184,000,000—almost 1 ANYTHING!



Copyright 1961 Dow Jones & Co Inc

Case history of that most profitable American custom–The Cookout

How Better Homes & Gardens' "It's Cookout Time" promotion makes sales sizzle every year for food advertisers and retailers

Let's face it: every year, America's food chains, voluntary and cooperative groups, and independents are offered literally thousands of promotions. Better Homes and Gardens' "It's Cookout Time" Promotion is one that retailers "buy" because it is practical, it has *ideas*, it is timely. Most important, it moves merchandise—in volume. For three consecutive years BH&G's Cookout event has been increasing sales for participating advertisers and food retailers. It has a *proven* course record. And we are quick to recognize that a large part of this is due to the dynamic and continuing growth of the outdoor cooking market.

The 1961 BH&G Cookout was spearheaded by a dramatic 10-page "Dutch-door" section in the June issue. This full-color advertisement was designed for easy removal by readers and packed with practical cookout ideas featuring advertisers' products in a do-it-now setting for related item sales.

The results speak for themselves. Not just for advertisers. Or retailers. Or consumers alone. But for *all three* links that must click together to make a promotion successful. Once again, Better Homes & Gardens proved that it is *the* vehicle to spark sales action from America's action-minded families.

BH&G Cookout display at Colonial Store, Chattanooga, Tenn.

Consumers eat up Cookout promotion

Within 2½ weeks after the on-sale date of the June, 1961, issue, we knew we had a sales hit (and so did our Cookout advertisers!) Over 3 *million* people had purchased one or more of the products shown in the advertising unit since seeing the ad. A check, made 14½ weeks after the June issue was released, showed that 660,000 readers had clipped one or more pages from the Cookout unit. And 1,320,000 readers had tried one or more of the recipes or ideas.

A separate Cookout Contest for *Men* in the same issue pulled a remarkable number of entries and imaginative recipe ideas. But this was only one part of the success story.

19,000 retailers tie in

Above you see the names of some of the top chains who tied in with the BH&G 1961 "It's Cookout Time" promotion. Each participating store received a free promotion kit containing advertising and editorial reprints, 4-color theme banners and newspaper advertising mats. This material was *used* because it was designed with the *retailer* in mind.

713 newspaper advertisements were run by retailers, featuring direct Cookout tie-ins. This totaled 247,223 lines of retail advertising! A sampling of stores using special tumble bin displays showed that more than 2,000 displays featured advertised products.

Retailers reported outstanding results. "We sold 4 times the regular week's supply of all items," stated the manager of a National Store in Massachusetts. Colonial Stores, Columbia, S.C., told us, "We believe that this promotion was very successful for all concerned." And Thrift Mart in California reported "Sales up 40%."

Advertisers profit

Ralph Fields, Director Consumer Markets, Reynolds Sales Company, said, ". . . our joint promotion this year with your magazine, Hormel, and Lipton's was not only a terrific aid to our sales force, but we could see the housewives reaching out and taking home Reynolds Wrap. Reynolds' part in this joint effort can be summed up in saying, "Let's go in 1962!" (And that's just what they're doing!)

Stuart H. Lane, Advertising and Marketing Manager, Flavored Seal Division, Geo. A. Hormel & Co., reported that "The value of the tear-out is inestimable. We hope your sales force are as interested as we are in putting together a big cookout promotion in 1962."

Don't miss this summer-long profit opportunity

Although the promotion and advertising is timed to break in June, 1962, the Cookout is a *seasonal* event that will see many retailers tying in throughout the summer months—right through September. Better Homes & Gardens has developed an exciting new format for the Cookout advertising section, plus important new promotion ingredients. In addition, there will be special newsstand promotion. The advertiser's cost is surprisingly moderate.

No doubt about it, "It's Cookout Time" makes sense. For the food retailer. For the advertiser. And BH&G has the power and prestige to make it work. Don't delay. Plan to get in on 1962's biggest Cookout promotion. Orders must be in by December 15 (plates due March 19, 1962). Call your BH&G representative today.

Better Homes and Gardens

1962 "IT'S COOKOUT TIME" PROMOTION

50 million dollars in grills in 1960 (3½ million units vs. 250,000 in 1951)

612,000 BH&G Barbecue Books since 1956 at $2.95 each (70,000 in 1960)

350,000 tons of charcoal in 1960 vs. 60,000 tons in '51

50 million dollars in barbecue accessories in 1960

Phone your BH&G representative today for full details on the 1962 "It's Cookout Time" Promotion

Better Homes & Gardens • Now 9 editions and over 5,500,000 copies every month

FINAL Page One FINAL
Burrelle's
Established 1888
PRESS CLIPPING BUREAU
Did Your Release Run on Page 1?
Now, you have dramatic proof that your efforts are really getting results.
BURRELLE'S PAGE ONE CERTIFIED
Burrelle's Established 1888
New York, N.Y.
Washington, D. C. — Pittsburgh, Pa. — Chicago, Ill. — Los Angeles, Calif.

First Page Clippings Stamped In Red Ink, "Page One Certified"

Did you gain the greater readership of front page position? Or was your story buried on an inside page? Burrelle's — and only Burrelle's — lets you know.

Page One Certified is another Burrelle's first in a long line of Burrelle's firsts, such as *Professional Clipping Analysis* (confidential, interpretive reports sent to you each month).

That's why more and more P R Directors depend on Burrelle's for prompt and thorough clipping service. Daily and weekly newspapers, magazines and trade papers. National, regional or local coverage.

Interested? Send in the coupon today.

BURRELLE'S PRESS CLIPPING BUREAU
165 Church St., New York 7, N.Y. — BArclay 7-5371
Please tell me more about PAGE ONE CERTIFIED
Name
Firm
Address

Along the Media Path

The **Chicago Tribune** published a special supplement devoted to color tv Nov. 19. The supplement included a four-color cover, a roundup of color programming in Chicago, articles on "the expected boom" in color tv, a review of color sets on the market, and articles on styling, technical and other developments.

• On Nov. 4, **WTCN**, Minneapolis, launched a special series of public service presentations, the first of which focused on the 1956 Hungarian revolution.

• The **Philadelphia Inquirer**, in cooperation with the Delaware Valley Photo Dealers Assn., will sponsor the 1962 Delaware Valley camera show April 12-14.

• **Haywood Publishing Co.**, publisher of *Electric Light & Power*, has entered into a joint working agreement with Information Handling Services, Denver, giving exclusive marketing rights of VSMF Microfilm Catalog File in the electric utility market. The new division offers a system of microfilm cataloging of all types of pertinent design, engineering, specifications and product features of electrical and mechanical products sold to an electric utility.

• **KPIX**, San Francisco, is placing newspaper ads listing a schedule of station promotion spot announcements, featuring comedienne Phyllis Diller, following hundreds of requests by viewers for the time schedule.

All business revolves around the American banker

the banker
Machinery & Equipment / Purchasing—Leasing
Building Loans / Builder
Manufacturing Plants / Area Development
Processing Loans / Manufacturer
Field Warehousing / Wholesaler
Accts. Receivable Financing / Retailer
Interest Portfolios Counseling—Collateral Loans
Importer / Raw Materials
Agricultural Loans / Interim Financing
Lessee / Lease Financing
Mortgages / Home Owner
Site Selection / Construction Loans
Trade Financing / Wholesaler
Inventory Loans / Retailer
Investments / Stockholder Relations
Retail Banking / Consumer
Exporter / Finished Goods
Farming / Food Processing

that is why bankers are prime targets in a thousand advertising campaigns

In today's many faceted business complex, as illustrated above, the fact of banker participation is ever present. His role in the American economy is unmatched by any other segment of the business community, and his influence upon the expenditures, plans and financial affairs of individuals and corporations makes him a prime target in every advertising campaign designed to promote the sale of products requiring financing, or to add prestige to a corporate image.

Banks and bankers also represent a tremendously important market for materials, equipment, services, insurance, securities, etc. in their own right. And by their example and counsel they influence the selection and purchase of a myriad of items ranging from stocks, bonds and automobiles to sites for the erection of new manufacturing plants.

More banks and firms advertise in the AMERICAN BANKER to develop better bank relations than in any other medium in the country. Reading this newspaper is a regular part of the business day for some 60,000 business executives in banks that account for more than 93% of the deposits of the banks of the United States. No other publication has as large a voluntarily paid, unsubsidized circulation among so many banks and bankers.

May we show you how the AMERICAN BANKER can aid your promotional plans...how it is helping others.

American Banker

The Only Daily Banking Newspaper 32 STONE STREET, NEW YORK 4, N.Y.
It's the news that makes it different and preferred

THANKSGIVING WITHOUT THE TOP TWO IS LIKE
CRANBERRY SAUCE
WITHOUT THE TURKEY!
Talk turkey to YOUR prospects
in the Thanksgiving Week Issues of the Chicago Sun-Times and the Chicago Daily News
--A timely build-up for your Thanksgiving week sales
--A solid kick-off for your Christmas season
Like this broad breasted bird, The Sun-Times and The Daily News offer you broad-breasted coverage of your market—with emphasis on the solid meat, not the stuffing. And plenty of sales gravy (but no cranberry sauce—or apple sauce!)
SUN-TIMES
DAILY NEWS

IT TAKES TWO—*Some agency people in Chicago will eat well this Thanksgiving, thanks to a can of cranberry sauce, courtesy Chicago Tribune, and a frozen turkey, which accompanied this sales message from the Chicago Sun-Times and Daily News. Later, the Tribune's sister daily, Chicago's American, came up with its own offer—king-size pumpkin pies.*

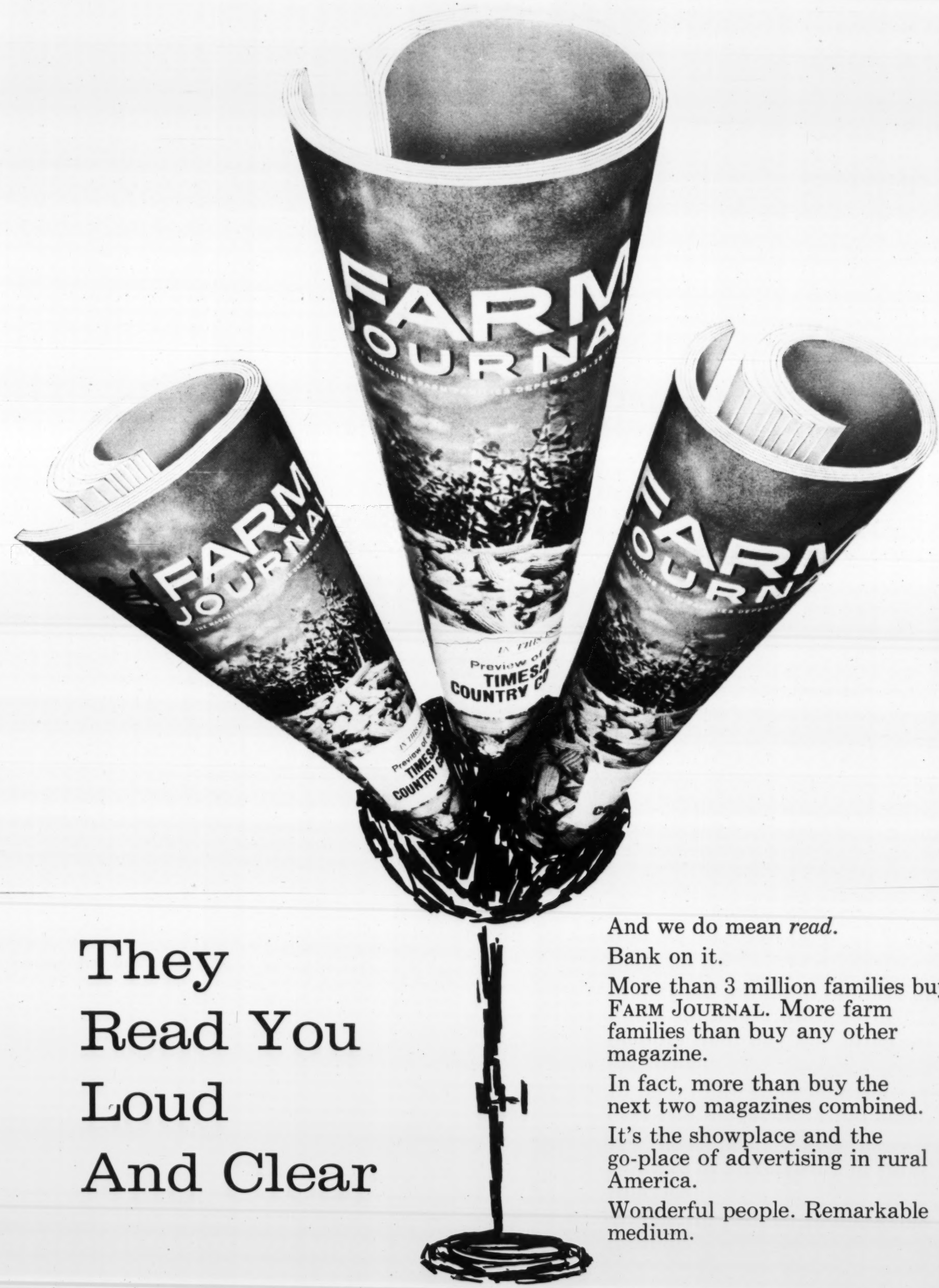
• A total of 54 masks were entered in a Halloween mask contest, sponsored by **KOGO**, San Diego. The masks were donated by the station to the Nazareth Home for Children, in San Diego. The merchandise prizes included 50 lbs. of pumpkins: the winner donated these to be used as jack o'lanterns at the children's home.

• In cooperation with A&P food stores in the Pittsburgh area, **KQV**, Pittsburgh, is beaming a daily salute to teachers in the Pittsburgh and Allegheny County schools. Listeners are invited to nominate their favorite teacher and state the reason for making the nomination. The station selects one teacher each day and salutes him or her as Teacher of the Day. At the same time, A&P delivers two boxes of individually wrapped apples, one box for the teacher and one box for distribution to the students.

• **Building Products Dealer**, 1 First St., Los Altos, Cal., has published a market computer, which measures the publication's market by sales volume, employment, location, geography and products.

• **Department of New Laurels:**

Look reports gross advertising in the fourth quarter of 1961 will total $20,485,000, a gain of $1,250,000 over the comparable 1960 period. #



They Read You Loud And Clear

And we do mean *read*.

Bank on it.

More than 3 million families buy FARM JOURNAL. More farm families than buy any other magazine.

In fact, more than buy the next two magazines combined.

It's the showplace and the go-place of advertising in rural America.

Wonderful people. Remarkable medium.

Neals, Roether Promotes Four

Allan C. Hickok has been promoted to exec vp and treasurer of Neals, Roether, Hickok Inc., Orlando, Fla. He will be in charge of operations at all levels. The agency also has promoted Max Hall, copy chief, and Robert W. Boyle, account executive, to vps. William G. Mateer was elected secretary.

FILMSTRIPS
From Artwork or Transparencies
Black & White or Color
FAST SERVICE
Also Record Pressings or Tapes
35mm color duplicate slides
write for prices
Colind Photography, Inc.
P.O. Box 165 Peoria, Illinois

Douglas Saunders, JWT Int'l Exec, Ad Industry Leader, Dies

LONDON, Nov. 14—Douglas M. Saunders, 67, chairman of J. Walter Thompson Co. Ltd. for 12 years until his retirement in 1959, died here Nov. 9.

Douglas Saunders

Mr. Saunders also served as president of the Institute of Practitioners in Advertising, British equivalent of the American Assn. of Advertising Agencies. He was the first head of an American agency to serve as IPA president.

He began his advertising career in the U.S. in 1928 as the first Englishman employed by JWT in New York; the following year he was given a senior post in the London office. He was one of the original directors when it was registered as a British company in 1933, and he became managing director in 1936. Mr. Saunders was named chairman in 1947, succeeding the late Rae Smith. He saw JWT's billings increase tenfold before his retirement.

He formed JWT's pr department in London in 1953 and assumed personal responsibility for it.

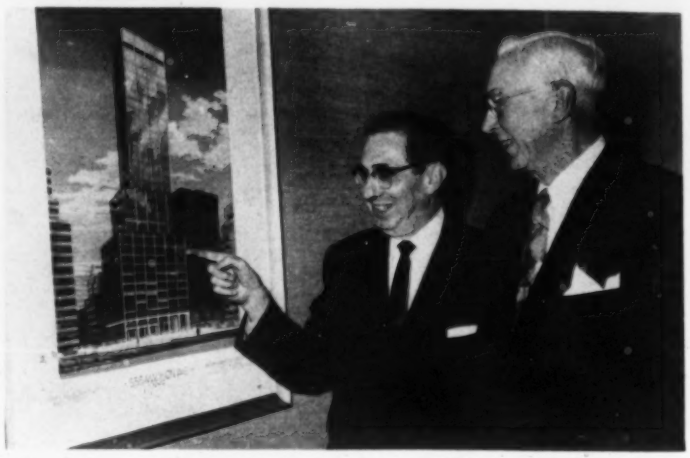
Last March, Mr. Saunders was named president and first chairman of the new European Assn. of Advertising Agencies.

WILLIAM FEUERHAKE

RAMSEY, N.J., Nov. 14—William Feuerhake, 44, an art director with Kenyon & Eckhardt, New York, died of a heart attack in his home Nov. 11.

FREDERICO A. COSTA

FAIRHAVEN, MASS., Nov. 14—Frederico A. Costa, 76, publisher and owner of *O Colonial*, Portuguese weekly newspaper here, died at a New Bedford nursing home Nov. 11, following a long illness.


FUTURE HEADQUARTERS—*Sam M. Ballard (left), president of Geyer, Morey, Madden & Ballard, and B. B. (Pat) Geyer, executive committee chairman of the agency, study a picture of the new building where Geyer, Morey will occupy the sixth and seventh floors. The building, at 555 Madison Ave., will be ready by next April.*

Predict 55% Europe Expansion

By 1970, the 18 western European countries will have an estimated population of 320,000,000 and a combined gross national product of $342 billion, an increase of 55% over the base year 1955, according to a five year study, "Europe's Needs and Resources," published by the Twentieth Century Fund, New York. The optimistic study indicated that "special considerations" will be needed for less industrialized countries like Greece, Portugal, Spain, southern Italy and to a smaller extent, Ireland, if they are to keep pace.

Tomar Corp. Established

Tomar Corp., a new company affording complete commercial printing facilities plus a national service in advertising, marketing, merchandising and all phases of sales promotion, has been organized with headquarters at 919 N. Michigan Ave., Chicago. Principals are Thomas J. Rurik, president and board chairman; Thomas V. Sullivan, vp and corporation counsel; and John M. Silver, vp, sales. All are former executives of Brown & Bigelow, St. Paul. Branch offices will be established in Miami, Cleveland, Dallas, Los Angeles, and Minneapolis-St. Paul.

Vermont Names Hays Agency

The Vermont State Development commission has switched its advertising account from Rumrill Co., New York, to Hays Advertising Agency, Burlington, Vt., to disassociate the state from what Chairman Roland Seward calls "The Cow Image." The state's promotional slogan will be altered "Vermont Is a State of Mind" to "There's No Place Like Vermont." Rumrill resigned because it felt the new development board is "thinking in a different direction," Mr. Seward said.

NBC Names Three VP's

National Broadcasting Co., New York, has elected three executives vps. They are Charles R. Abry, who will continue as general sales executive; Angus Robinson, formerly director of central sales, vp in charge of the central division of tv network sales; and Ernest Lee Jahncke Jr., who has been director of standards and practices, vp in charge of standards and practices.

La Rosa Buys Star Crest

V. La Rosa & Sons Inc., Brooklyn, N.Y., has bought a major interest in Star Crest Baking Co., Woodside, N.Y., and will operate it as a division.

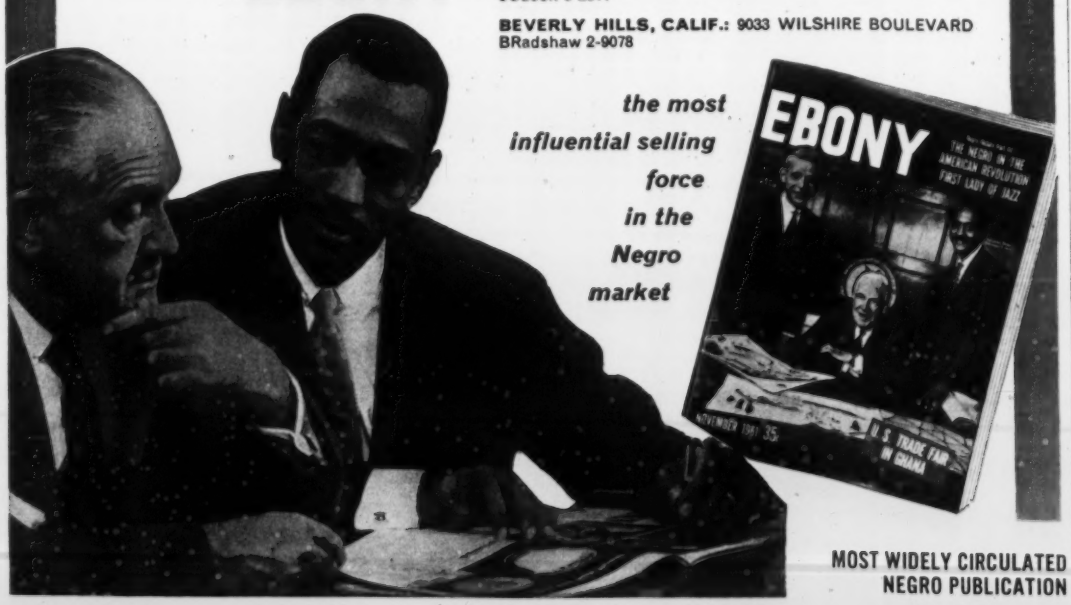
SELL THE URBAN NEGRO MARKET AND BECOME No.1

The big city Negro customer is *essential* to your profits! He is more than ⅓ of the population in 32 major cities. He is now more than 30% of the customers of some important department stores and prestige downtown retailers.

The urban Negro has about the same median income as U.S. white families but he buys 4 times *more* soft drinks, 3 times *more* alcoholic beverages, and 8 times *more* cosmetics. He spends up to 12% *more* for food, 77% *more* for shoes, and 25% *more* for clothing.

These profitable urban Negro families can be sold effectively only in media that reflect Negro achievement, aspirations and interests. EBONY magazine is read by more Negro families than *any* other magazine. In *most* cities, EBONY's local readership coverage of Negro households is larger than that of any newspaper, TV or radio station. And 85% of EBONY circulation is in "Central-City" where you have your distribution and retailer sales problems.

EBONY
CHICAGO 16: 1820 SOUTH MICHIGAN AVENUE CAlumet 5-1000
NEW YORK 20: 1270 AVENUE OF THE AMERICAS JUdson 6-2911
BEVERLY HILLS, CALIF.: 9033 WILSHIRE BOULEVARD BRadshaw 2-9078



the most influential selling force in the Negro market

MOST WIDELY CIRCULATED NEGRO PUBLICATION

Paste-Ups of Ads for Salesmen

When your salesman visits a dealer—does he have live "ammunition"? What a surprise it would be to the dealer if your salesman was to pull out his ACB Service Folder, which contains a Paste-Up of all dealer ads in his territory, so the retailer could see all pertinent competing ads that appeared in his city as compared with his own. Ads are mounted on an accordion fold. A salesman is sure of his ground as to what's going on locally and can perk-up lagging dealers.

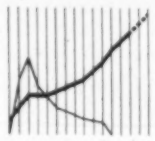
We read every daily newspaper advertisement
ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street
Send today for descriptive material and free catalog.

PROGRESS REPORT No. 220

November 13, 1961

SCIENTIFIC AMERICAN

THE MAGAZINE READ BY TECHNICAL MANAGEMENT



NOBEL PRIZE AUTHORS

The announcement of the 1961 Nobel Prizes in science adds two more **SCIENTIFIC AMERICAN** authors to the list of those who have won the Prize. And once again each of these authors received his prize for the work which he wrote about in the pages of this magazine.

The 1961 Nobel Prize in physics was shared by Robert Hofstadter, of Stanford University, for shedding new light on the shape and size of the atomic nucleus and of its main components, the proton and neutron, as reported in his article, "The Atomic Nucleus," **SCIENTIFIC AMERICAN**, July 1956.

The 1961 Nobel Prize for physiology and medicine went to Georg von Bekesy, of Harvard, for the work which he reported in his article, "The Ear," **SCIENTIFIC AMERICAN**, August 1957.

The 1961 Prizes bring to a total of 25 the number of **SCIENTIFIC AMERICAN** authors who received this distinguished award.

Sincerely,

Martin M. Davidson

Martin M. Davidson
Advertising Manager

SCIENTIFIC AMERICAN, INC., 415 MADISON AVENUE, NEW YORK 17, N. Y. MURRAY HILL 8-3900

BIG RUN PUBLICATION PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

CHickering 4-1000
CAREY PRESS CORP.
Our 87th Year
406 W. 31 St., N.Y. 1

Gotthelf Alters Name; Boosts Ginther, Dickerson, Eschwege

Gotthelf & Weil, Buffalo, has changed its name to Weil, Levy & King. The agency was founded in 1948 by Henry J. Weil, president, and Stephen Gotthelf, who sold his interest in the business last July. David Levy and Peter King joined the agency in 1952 and were named vps in 1956. Mr. Levy is vp and creative director and Mr. King is vp and director of radio and television.

At the same time the agency has appointed three department heads vps. They are C. John Ginther, vp and director of production; Keith W. Dickerson, vp and director of marketing and merchandising; and Arnold Eschwege, vp and executive art director. Robert H. Walsh succeeds Mr. Eschwege as art director.

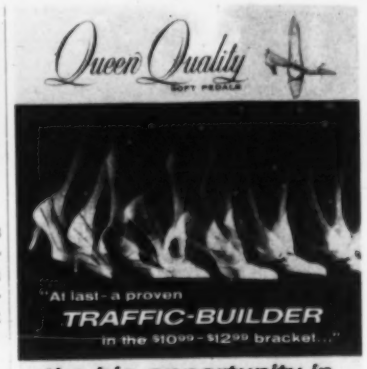
MAAN Adds 2 Members; Publishes Booklet

Paul W. Bruske, president of Dudgeon, Taylor & Bruske, Detroit, and Donald Horowitz, of Advertising & Public Relations Consultants, Pittsburgh, have become members of the Mutual Advertising Agency Network.

A booklet, describing the purpose and operation of MAAN, is available from Allan J. Copeland, executive secretary, Mutual Advertising Agency Network, 75 E. Wacker Dr., Chicago.

Wheaties with Raisins Bows

General Mills, Minneapolis, is using a spot tv campaign to promote Wheaties Bran with Raisin Flakes in two test markets—Cleveland and Kansas City. Knox Reeves Advertising is the agency.



NEW PROGRAM—*International Shoe Co., St. Louis, announces a new marketing program for its Queen Quality brand with b&w pages like this in Footwear News. Krupnick & Associates is the agency.*

Coming Conventions

(Listed Alphabetically)

*Indicates first listing.

Advertising Federation of America, 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25; mid-winter legislative conference, Statler-Hilton Hotel, Washington, Feb. 7; 5th district, Shawnee Hotel, Springfield, O., March 22-24; 4th district, Robert Myer Hotel, Jacksonville, May 10-12; 9th district, Denver-Hilton Hotel, Denver, June 23; 58th national convention, Denver-Hilton Hotel, Denver, June 23-27; 1st district, New Ocean House, Swampscott, Mass., Sept. 23-25.

American Assn. of Advertising Agencies, Southwest Council, Shamrock-Hilton Hotel, Houston, Feb. 14-16, 1962.

American Marketing Assn., annual winter conference, Biltmore Hotel, New York, Dec. 27-29.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, annual publishers meeting, Homestead, Hot Springs, Va., May 6-9, 1962.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

International Advertising Assn., 14th World Congress, Sheraton-Chicago Hotel, Chicago, April 17-19, 1962.

*National Advertising Agency Network, annual meeting, Dorado Beach Hotel, San Juan, Puerto Rico, June 27-July 2, 1962.

National Business Publications, annual spring meeting, Boca Raton Hotel & Club, Boca Raton, Fla., March 11-15, 1962.

Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago, Jan. 21-24, 1962.

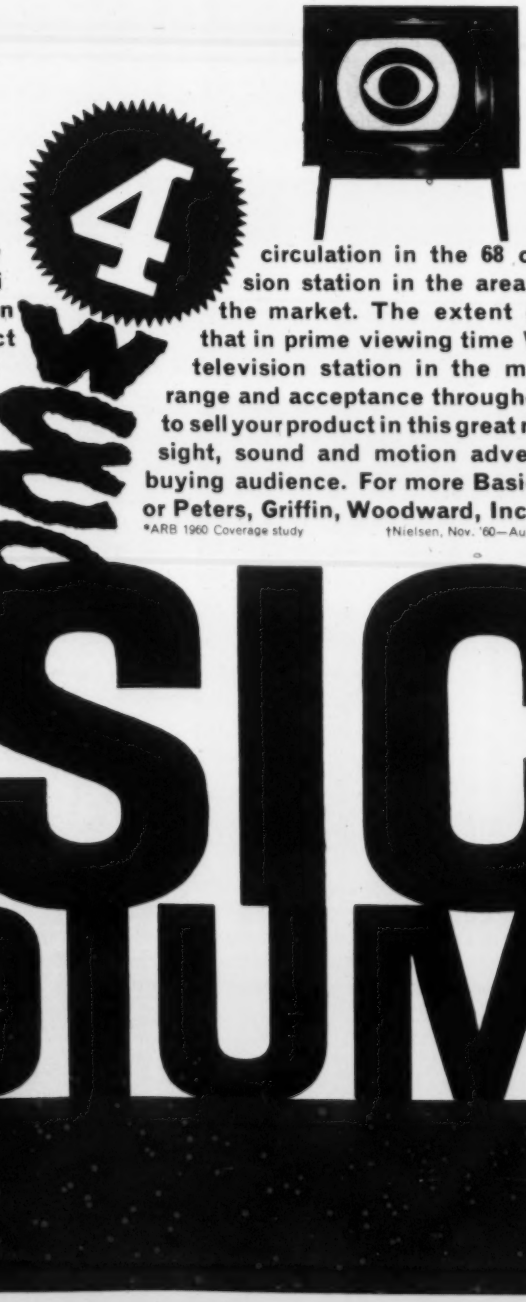
Scott Aviation Consents to Federal Court Injunction

Scott Aviation Corp., Lancaster, N. Y., has consented to a federal court injunction barring it from restricting sales and fixing prices on its artificial breathing devices. Judge John O. Henderson approved the injunction following consents to it by both Scott and the Justice Department's anti-trust division. The injunction resulted from a Sept. 11, 1959, civil anti-trust suit filed against Scott by the Justice Department.

Under the order, Scott is barred from entering into agreements with distributors or dealers concerning the allocation of customers and sales territories, fixing prices and discounts, and restricting resales.

Straus Agency Moves; Adds 2

J. M. Straus & Co. has moved its offices to 511 N. La Cienega Blvd., Los Angeles. The agency also has added the advertising accounts of Beauty Guild Products Inc., producer of Jac de Paris hair accessories, and Sales Affiliates, marketer of a new line of Zotos hair product solutions.



Basic Fact: WCCO Television has a greater daily circulation in the 68 county, St. Paul-Minneapolis market, than any other television station in the area.* This circulation is also greater than any other medium in the market. The extent of this penetration is further proved by the basic fact that in prime viewing time WCCO Television reaches 31% more homes than any other television station in the market.† Basic Medium: WCCO Television, with its vast range and acceptance throughout the Northwest area, is the single medium you need to sell your product in this great market. Modern selling demands the advantages of sight, sound and motion advertising. WCCO television combines these with a big, buying audience. For more Basic Facts on this Basic Medium call WCCO Television or Peters, Griffin, Woodward, Inc.

*ARB 1960 Coverage study †Nielsen, Nov. '60—Aug. '61 Average

The tranquil pleasures of growing things ...increase with WOOD garden tools!

Gardening gives many satisfactions, and these grow keener when you have the right Wood's tools to work with. Wood's best are finished in metallic blue lacquer. Less expensive ones are lacquered red. This makes it easy for you to pick the quality and price you want. Look for Wood's yard and garden tools at your hardware or garden center.

SPRING HARBINGER—*Wood Shovel & Tool Co., Piqua, O., will use halfpages like this in magazines during March and June for wood garden tools. Warner P. Simpson Co., Columbus, is the agency.*

Menderson Agency Adds Four

Ted Menderson Co., Cincinnati, has added four new accounts—all Cincinnati companies. They are Tex Style Inc., manufacturer of plastic draperies and curtains; Fechheimer Bros. Co., manufacturer of uniforms; Huron Inc., maker of capital equipment for industry; and Hopple Plastics Inc., producer of custom and stock thermoformed plastic blisters.

Farquhar Promotes Two

Ted R. Darvoe, vp, has been named exec vp of Farquhar & Co., Utica, N. Y. Jay C. Anderson, formerly art director and treasurer, has been promoted to vp.

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance... uncongested, traffic-free.

2000 Modern Rooms and Suites!

All outside with private bath

FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore
42nd St. at Lexington Ave.
New York 17, N. Y. MU 6-6000

"NEWSPAPERS GIVE US THE CONSUMER IMPACT WE NEED,"

so says J. M. Shea, Jr., Vice President for Marketing, American Petrofina, Inc.

Here is another major advertiser who successfully concentrated its advertising in the daily newspapers.

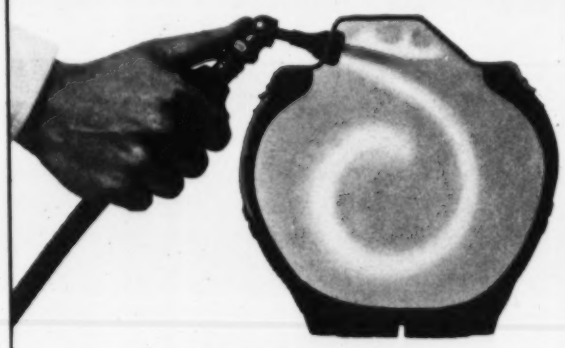
"Since we are a relatively new company," says Jack Shea, Marketing Vice President, "we wanted to get the point across that American Petrofina is *not* just a chain of gas stations or just a small-area marketer, but that it is a fully integrated company with its own production, refining, and distribution facilities, operating throughout the midwestern and southwestern states."

To accomplish this, American Petrofina decided to employ a completely off-beat theme, Pink Air (for your tires), one that would register with consumers because of its radical departure from other gasoline advertising. And the single advertising medium selected to carry the campaign was daily newspapers. As Mr. Shea explained, "At the very outset, we settled on newspapers because we needed their great flexibility for planning and scheduling, and most important, their strong consumer impact."

As to results from this newspaper campaign, here's what Mr. Shea had to say. "Has it done any good? Yes, it has, though it is hard to pin down the exact figures after only four months. I *can* say, however, that in June and July of this year our gasoline sales reached all-time record levels —not just more than the same time last year—but more than any month in any year, and tentative August results indicate that the trend is continuing."

Daily newspapers *sell* products—that's why all advertisers invested more than $3,700,000,000 in daily newspapers in 1960. That's more than they invested in radio, television, magazine, and outdoor advertising combined.

[*FINA STAKES OUT ITS CLAIM TO THE ADDITIVE OF THE FUTURE*]



PINK AIR!

The following news item appeared in the San Francisco *Daily Commercial News* for March 21st, 1961

Gasoline service stations will be filling your tires with tinted or brightly colored air in the foreseeable future, according to R. G. Lund, marketing consultant.

Detecting a strong trend in the industry, Lund said, "The oil companies are already adding additives to additives in their efforts to win motorists' favor in this highly competitive field. They have added extra ingredients to everything connected with an automobile except the air that goes in the tires. An additive for air will definitely be the next major advance."

It will take ten years, the Portland, Oregon marketer estimates, before the research and manufacturing problems are solved. Existing facilities will have to be converted to meet the public's demand for more colorful presentation of products. "But then," he concludes, "stations will feature air in decorator shades of green, blue, purple and even pink."

A word to the wise if we ever saw one. Fina's not the kind of outfit that has to be told twice. Pink sounds like as good a color as any and besides it's short and catchy. This is to serve notice we have settled on Pink Air."

Not only that, but as of right now we are starting a crash program: the Fina Five Year Plan. If it is going to take everybody else ten years we'll do it in half of that.

So look for Pink Air at the more than 2,000 Fina stations on May 12th, 1966! Give or take a few days.

The reason we're in such a rush is, as the man says, if you want to stay on top you've got to have a little something new from time to time.

But Fina's gas, oil, and accessories are already just exactly as good as the best. We wouldn't want to add more things to them just so we could say we did. (Oh, we've got additives, all right, we just can't think of any good new names for them.)

And that's why we're so pleased to have a brand new additive of our very own. Pink Air. If you see anybody else claiming it, just let us know and we will deal with them for sure. Keep your eyes open.

Meanwhile we'd like to be able to give you a better idea of what the air in your tires will look like on P.A. Day, May 12th, 1966. And right now we're trying to make up a few experimental batches of Pink Air. By the time our next ad comes out we'll be able to mail you a sample if we can just figure how to keep it from leaking out of the envelope.

Now, before we go here is a picture of our Fina emblem:

[FINA]

so the next time you see a Fina station you'll recognize it. And if it's on your side so you don't have to make a U-turn and there aren't six cars waiting and you need gas or something, please stop in.

THE AMERICAN PETROFINA COMPANY OF TEXAS

Daily Newspapers Move Merchandise!

© The Condé Nast Publications Inc.

the all-woman woman...

Your kind of woman...your kind of young customer. She's better for business than Christmas—for her, it's Christmas 365 days a year. Out of her uncertain teens (and glad of it) she's that sophisticated twenty who lives for today and buys like there's no tomorrow. All woman, she stopped telling her age when she turned twenty-one, but just talk to her about wine and she'll quote vintage years faster than a maitre d' can uncork a bottle of Burgundy. Talk to her about music and she'll fill your ear with Brubeck and Beethoven. She's the kind whose bookshelf houses Pasternak and Pogo . . . the young woman who garages a Corvette bucket-seater, if not a Volkswagen stationwagon. (She had a license before she had a diploma.) Sure of herself—she's the girl the yearbook prophesied most likely to succeed, who *did* ...the one they predicted would go far, who *has*! All woman, she lives as well as she looks—hers is a *style of living*. She's living proof that the younger generation won't settle for a standard of living. She's the consumer businessmen have in mind when they speak of the new carriage trade, the young elite, the soaring twenties market. She's the young woman who sees herself in...you sell in

guarantees 1,000,000 young women

GLAMOUR

THE MAGAZINE FOR THE SOARING TWENTIES

November Pages and Linage in Consumer Magazines

Current and Year-to-Date for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (October)

	Pages				Lines			
	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960
Commonweal	26.5	23.2	132.5	170.9	11,130	9,744	55,565	71,778
†Cue	69.3	89.0	740.7	753.4	29,743	38,179	317,879	322,813
Down Beat	39.1	50.3	489.8	470.4	16,408	21,140	205,716	197,596
Grit	34.6	48.2	233.9	256.3	34,570	48,211	233,861	256,326
†Life	314.6	386.2	2,572.7	2,802.2	213,928	262,609	1,749,456	1,905,516
Look	170.6	184.3	1,265.5	1,305.0	115,981	125,297	860,506	887,373
Newsweek	268.8	307.5	2,068.9	2,428.4	112,896	129,150	868,938	1,019,928
§†New Yorker	611.0	657.7	3,878.9	4,145.6	262,097	282,157	1,664,051	1,778,465
‡National	—	649.4	—	4,069.7	—	278,574	—	1,745,898
‡Sectional	—	29.8	—	270.1	—	12,796	—	115,861
Presbyterian Life	16.7	16.8	123.4	122.1	6,997	7,074	51,876	51,392
The Reporter	67.8	55.6	472.2	363.7	28,462	23,383	198,279	152,815
†Saturday Evening Post	218.4	330.2	1,741.5	2,384.5	148,514	224,563	1,184,226	1,621,428
†Saturday Review	100.4	114.8	823.1	892.0	42,171	48,215	345,737	374,618
Sporting News	29.1	32.0	215.3	201.6	31,552	34,758	233,573	218,774
Sports Illustrated	227.3	233.3	1,491.2	1,591.1	95,511	98,030	626,510	668,404
†Time	246.4	320.0	2,095.6	2,510.5	103,431	134,248	880,088	1,054,266
†TV Guide	97.9	105.1	794.0	562.8	17,809	19,127	144,503	102,401
U. S. News & World Report	292.4	319.9	2,036.9	2,395.8	122,808	134,358	855,498	1,006,236
Total Group	2,830.9	3,274.1	21,176.1	23,356.3	1,394,008	1,640,243	10,476,262	11,690,129

‡Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. †Four issues October 1961; five issues October 1960.

	Pages				Lines			
	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960
Women's								
†Bride & Home	—	—	420.1	421.3	—	—	265,564	266,346
†Bride's Magazine	—	—	700.1	722.4	—	—	442,470	456,582
Family Circle	68.6	57.1	519.3	524.4	29,429	24,496	222,779	224,967
Good Housekeeping	113.5	122.4	911.9	1,050.1	48,673	52,510	391,202	450,504
Ladies' Home Journal	64.5	79.6	689.6	868.8	43,826	54,117	468,949	590,817
McCall's	97.9	109.0	965.2	1,010.2	66,586	74,111	656,359	686,958
‡‡Modern Bride	—	—	509.4	493.0	—	—	321,941	311,576
Parents' Magazine:								
‡National Edition	63.5	82.1	683.1	764.9	27,223	35,214	293,112	328,115
Metropolitan New York Ed.	69.4	90.1	731.2	837.8	29,789	38,645	313,684	359,343
*Pacific Mountain Edition	—	81.9	230.1	780.8	—	35,144	98,696	334,918
Seventeen	111.7	123.0	1,305.0	1,364.5	75,971	83,653	887,397	927,845
††Woman's Day	48.6	52.9	426.1	447.5	20,868	22,712	182,812	191,978
The Workbasket	33.7	40.3	356.9	421.5	6,599	7,904	69,945	82,611
Total Group	671.4	838.4	8,438.8	9,707.2	348,964	428,506	4,614,910	5,212,560

†Published quarterly in January, April, July and October; cumulative figures shown are for October issues. ‡Figures include average decimal for partial runs. *No Pacific Mountain edition November 1961. ††Figures include sectional linage prorated to circulation of regional editions. ‡‡Published bi-monthly; as November figures were unavailable as this issue went to press cumulative figures for September issue are shown.

General								
American Artist	31.1	25.8	250.1	245.2	13,065	10,839	105,062	102,998
American Forests	10.7	10.3	161.7	197.3	4,494	4,326	67,914	82,866
American Legion	16.7	16.3	159.1	167.6	6,993	6,842	66,828	70,388
Argosy	27.8	20.2	232.1	212.6	11,950	8,681	99,662	91,237
Atlantic	53.8	64.6	437.3	495.3	22,587	27,173	183,692	208,017
Car & Driver	43.0	29.9	330.7	402.0	18,077	12,566	138,894	168,840
Cavalier	21.4	21.3	160.2	222.2	9,181	9,155	68,709	95,339
Christian Herald	52.7	51.0	362.8	381.8	22,638	21,900	155,733	164,070
Columbia	15.1	17.6	109.7	117.1	6,357	7,407	46,085	49,207
Cosmopolitan	31.0	30.6	311.9	275.6	13,299	13,130	133,807	118,250
Ebony	88.4	94.0	722.2	852.7	60,137	63,958	491,127	579,876
†Elks Magazine	23.7	23.8	149.1	156.0	9,935	10,238	63,348	67,254
*Esquire	123.8	113.3	792.0	889.1	83,194	76,138	532,224	597,475
Extension	20.8	21.6	182.6	171.9	14,278	14,854	125,596	118,275
Flying	71.5	51.4	585.3	585.3	30,030	21,584	245,826	245,826
‡Golf	—	—	216.1	138.1	—	—	92,708	59,234
Golf Digest	24.2	26.2	320.4	315.6	4,741	5,143	68,907	67,147
Gourmet	54.6	59.3	335.9	362.8	23,425	25,427	144,082	155,601
Grade Teacher	38.0	49.7	377.0	367.2	16,789	21,907	166,251	161,931
Harper's Magazine	60.3	68.3	425.6	468.8	25,336	28,701	178,753	196,874
Hi Fi/Stereo Review	63.9	56.6	527.5	475.6	26,821	23,755	221,550	199,752
High Fidelity	83.2	84.3	572.0	622.4	34,944	35,406	270,186	288,078
Holiday	113.3	130.2	940.4	1,113.7	77,014	88,523	639,447	757,324
Hot Rod	52.2	43.5	404.0	509.5	21,924	18,284	169,694	214,004
Improvement Era	36.7	38.8	274.7	293.5	15,416	16,293	115,360	123,289
Instructor	47.3	46.4	373.8	351.6	32,350	31,759	254,839	240,526
Kiwanis Magazine	8.2	9.3	98.2	89.4	3,440	3,960	41,240	37,602
Lion Magazine	11.6	10.3	116.5	110.5	4,941	4,387	49,584	47,070
Motor Boating	84.7	108.9	1,269.4	1,611.1	49,805	64,033	746,408	947,357
Motor Life	15.9	17.0	145.4	179.4	6,692	7,126	61,082	75,334
Motor Trend	33.4	42.1	204.7	273.0	14,028	17,668	85,988	114,660
National Geographic Magazine	45.9	41.8	433.3	495.4	10,918	9,937	102,571	117,489
Playboy	56.1	45.1	431.9	313.1	23,552	18,957	181,401	131,508
Popular Boating	41.8	45.7	886.8	919.3	24,578	26,889	521,438	540,548
Popular Photography	77.3	80.0	727.5	768.1	32,479	33,617	305,550	322,602
Prevention	59.1	63.4	636.4	650.7	13,229	14,204	142,544	145,759
Promenade	36.8	40.0	208.4	227.9	15,777	17,160	89,261	97,776
Reader's Digest	115.0	98.5	808.8	803.6	20,930	17,931	147,209	146,262
Redbook	59.5	41.6	471.7	417.6	25,541	17,855	202,380	179,140
Road & Track	40.2	27.6	342.6	339.5	16,884	11,592	143,892	142,580
Rotarian	10.7	12.3	129.2	83.9	4,473	5,185	54,194	35,243
Today's Health	18.0	23.9	223.9	240.0	7,711	10,253	96,058	102,947
Together	16.3	25.4	121.6	126.6	7,003	10,900	52,156	54,371
Town & Country	129.5	107.2	816.5	863.9	81,849	67,720	516,020	545,973
True	39.1	44.3	334.6	322.6	16,782	19,016	143,550	138,415
V. F. W. Magazine	12.3	12.7	114.2	117.6	5,169	5,333	47,969	49,397
Yachting	108.2	112.0	1,491.1	1,503.7	63,622	65,856	876,767	884,176
Total Group	2,224.8	2,204.1	19,726.9	20,847.4	1,054,378	1,059,568	9,453,546	10,079,887

†Changed from 429-line page to 420-line page July 1961. *Total represents national advertising plus sectional at reduced decimal equivalent. ‡October and November issues combined.

Home								
American Home	41.5	45.7	415.7	440.0	26,252	28,867	262,794	278,042
Antiques	69.9	71.5	689.6	701.9	20,543	21,021	202,741	206,352
Better Homes & Gardens	70.8	68.5	702.0	892.1	44,738	43,289	443,648	563,814
Flower & Garden	12.5	14.2	324.5	366.2	5,240	5,947	136,470	153,810
Flower Grower	19.2	20.9	418.0	477.4	8,097	8,758	175,604	200,521
House Beautiful	164.8	187.0	962.8	1,149.0	104,128	118,160	608,519	726,199
House & Garden	145.1	134.3	857.3	913.1	91,699	84,871	541,820	577,105
Living for Young Homemakers	96.2	101.0	624.4	747.9	60,785	63,832	394,616	472,688
Organic Gardening & Farming	29.5	24.6	378.2	393.6	6,608	5,501	84,717	88,157
Popular Gardening	20.1	21.0	435.1	477.0	8,433	8,804	182,730	200,330
Sunset Magazine	144.3	166.2	1,196.7	1,287.6	59,945	69,835	562,684	610,795
Total Group	813.9	854.9	7,004.3	7,845.8	436,468	458,885	3,596,343	4,077,813

Fashion								
Glamour	102.7	106.0	1,037.1	1,090.2	44,053	45,490	444,900	467,676
Harper's Bazaar	126.3	135.4	1,093.3	1,089.6	79,839	85,584	691,011	688,650
Mademoiselle	77.4	69.4	998.5	970.8	33,207	29,760	428,372	416,485
Vogue	187.9	184.8	1,468.3	1,753.8	118,737	116,793	927,952	1,108,422
Total Group	494.3	495.6	4,597.2	4,904.4	275,836	277,627	2,492,235	2,681,233

	Pages				Lines			
	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov 1960
Movie-Romance-Radio-TV								
Dell Modern Group:								
Modern Romances	22.9	26.0	228.7	284.4	9,832	11,161	98,113	121,845
Modern Screen	15.5	16.9	148.4	183.1	6,667	7,236	63,631	78,544
Screen Stories	12.4	11.9	124.6	148.9	5,309	5,091	53,433	63,839
Fawcett Women's Group:								
Motion Picture	12.0	13.3	133.2	157.4	5,138	5,699	57,133	67,527
True Confessions	17.9	25.1	200.0	259.0	7,689	10,749	85,818	111,110
Ideal Women's Group:								
Intimate Story	26.1	28.8	258.3	280.8	11,202	12,369	110,817	120,465
Movie Life	26.0	25.6	248.9	266.0	11,154	11,000	106,780	114,101
Movie Stars	26.0	25.7	248.3	266.0	11,154	11,014	106,540	114,138
Personal Romances	25.7	29.1	256.9	273.4	11,045	12,505	110,215	117,275
TV Star Parade	26.1	24.7	246.3	254.7	11,212	10,586	105,654	109,278
†KMR Romance Group	2.5	3.9	23.9	42.3	1,056	1,685	10,323	18,369
‡KMR Women's Group	18.0	19.5	150.5	211.3	7,708	8,390	64,722	90,931
††Macfadden's Women's Group:								
Photoplay	24.4	22.2	214.0	253.8	10,474	9,542	91,787	108,900
True Story	48.2	54.8	468.0	546.3	20,669	23,494	200,788	234,372
True Romance	14.9	12.0	123.8	142.0	6,403	5,147	53,125	60,916
True Experience	13.9	11.2	122.2	141.7	5,982	4,799	52,403	60,793
True Love Stories	13.9	10.1	121.4	141.5	5,979	4,328	52,095	60,718
TV-Radio Mirror	11.5	6.9	100.9	112.9	4,928	2,981	43,271	48,441
*Screenland	12.1	13.2	138.3	118.4	5,245	5,674	59,409	50,838
Secrets Romance Group:								
Confidential Confessions	20.1	18.7	188.6	215.0	8,632	8,053	80,916	92,246
Daring Romances	20.1	18.7	188.6	215.0	8,632	8,053	80,916	92,246
Revealing Romances	20.1	18.7	188.3	215.0	8,632	8,053	80,773	92,260
Secrets	20.1	18.7	188.3	215.0	8,632	8,053	80,773	92,260
Total Group	450.4	455.7	4,310.4	4,943.9	193,374	195,662	1,849,435	2,121,412

†Formerly Hillman Romance Group. ‡Formerly Hillman Women's Group. ††Formerly True Story Women's Group. *Alternates bi-monthly with Silver Screen.

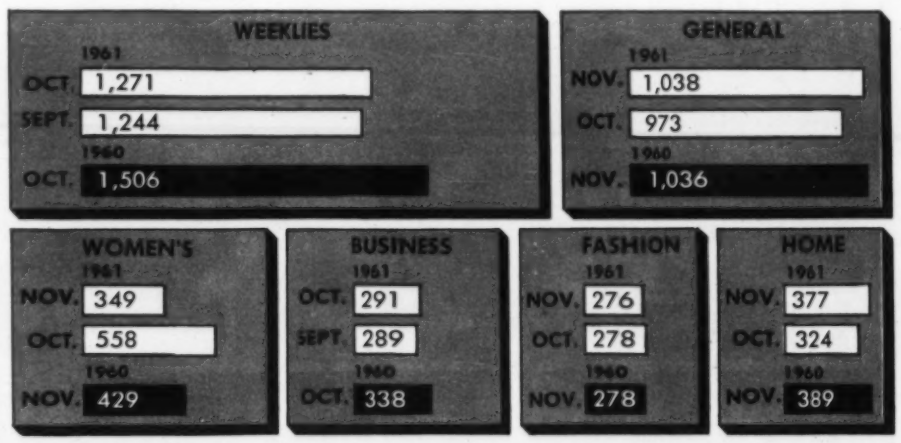
§*Business (November)*

Business Management	63.0	52.6	566.4	586.9	26,460	22,092	237,888	246,498
Dun's Review & Modern Industry	96.0	113.1	797.7	904.3	40,359	47,490	334,764	379,436
Fortune	179.7	214.5	1,730.2	2,064.2	113,602	135,564	1,093,518	1,304,606
Nation's Business	48.9	60.0	530.5	632.5	20,531	25,218	222,777	265,620
Total Group	387.6	440.2	3,624.8	4,187.9	200,952	230,364	1,888,947	2,196,160

§Because current month linage figures for several publications are not yet available this group is broken into November and October sections.

Magazine Linage Trend

Figures in Thousands



	Pages				Lines			
	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960
Business (October)								
†Barron's	82.3	87.0	851.3	733.0	74,857	57,138	578,974	480,677
‡Business Week	424.7	521.8	3,485.8	4,147.5	178,361	219,152	1,464,053	1,741,946
*Financial World	33.9	91.0	435.9	474.1	14,279	38,238	183,092	199,419
Forbes	55.7	55.2	551.3	575.3	23,368	23,214	231,548	241,633
Total Group	596.6	755.0	5,324.3	5,929.9	290,865	337,742	2,457,667	2,663,675

†Changed from 656-line page to 910-line page October 2, 1961. ‡Four issues October 1961; five issues October 1960. *1960 Annual Awards Number—October 26 issue.

	Pages				Lines			
	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960
Farm Magazines								
Farm Journal: (mon)								
‡Central Edition	79.1	82.7	864.0	925.4	33,928	35,460	370,675	397,003
‡Eastern Edition	70.1	69.2	747.5	766.8	30,065	29,668	320,669	328,941
‡Southeastern Edition	58.9	59.5	602.2	643.7	25,276	25,522	258,324	276,164
‡Southwestern Edition	60.3	61.7	625.5	653.7	25,848	26,451	268,339	280,454
‡Western Edition	70.8	71.0	756.7	797.4	30,353	30,455	324,630	342,088
Average 5 Editions	67.8	68.8	719.2	757.4	29,094	29,511	308,527	324,930
Farm & Ranch—Southern Agriculturist: (mon)								
‡Southeastern Edition	27.8	30.4	319.6	352.7	11,920	13,022	137,096	151,309
‡Southwestern Edition	26.0	31.7	331.1	365.4	11,145	13,582	142,027	156,748
Average 2 Editions	27.1	30.9	324.1	357.7	11,618	13,240	139,020	153,427
Progressive Farmer: (mon)								
‡Carolina-Va. Edition	62.2	64.2	695.4	772.8	42,323	43,623	472,901	525,536
‡Ga.-Ala.-Fla. Edition	66.5	66.9	721.1	777.9	45,221	45,474	490,321	528,982
‡Ky.-Tenn.-W. Va. Edition	60.8	63.3	661.1	731.8	41,333	43,055	449,547	497,591
‡Miss.-La.-Ark. Edition	63.5	64.4	674.6	724.1	43,145	43,772	458,728	492,406
‡Texas Edition	65.3	63.7	680.8	748.1	44,411	43,277	462,918	508,734
Average 5 Editions	63.7	64.5	686.6	750.9	43,287	43,840	466,885	510,650
Successful Farming (mon)	66.1	61.5	720.2	816.2	29,762	27,679	324,084	367,271
Total Group	224.7	225.7	2,450.1	2,682.2	113,761	114,270	1,238,516	1,356,278

‡Not included in totals.

Youth								
American Girl	20.0	20.8	251.3	273.3	8,588	8,906	107,787	117,259
Boys' Life	27.1	29.3	273.7	302.6	18,413	19,925	186,124	205,786
Co-ed	33.2	27.2	200.5	167.4	13,947	11,431	84,225	70,287
Scholastic Magazines	49.3	54.7	338.3	403.8	20,718	22,995	142,067	169,607
Scholastic Roto	8.3	11.9	54.3	72.4	7,299	21,443	47,512	63,279
'Teen Magazine	13.3	17.6	141.9	175.2	5,586	7,392	59,612	73,570
Total Group	151.2	161.5	1,260.0	1,394.7	74,551	81,092	627,327	699,788

Mechanics & Science								
Mechanix Illustrated	66.8	71.0	641.7	723.6	14,965	15,912	143,738	162,091

(Continued on Page 52)

	Pages Nov. 1961	Pages Nov. 1960	Pages Jan.-Nov. 1961	Pages Jan.-Nov. 1960	Lines Nov. 1961	Lines Nov. 1960	Lines Jan.-Nov. 1961	Lines Jan.-Nov. 1960
Popular Electronics	60.0	57.8	550.7	545.0	13,431	12,938	123,357	122,058
Popular Mechanics	108.2	120.0	1,043.6	1,183.3	24,241	26,890	233,769	263,068
Popular Science	85.4	99.8	910.5	1,039.9	19,135	22,365	203,963	232,946
Science & Mechanics	55.1	66.7	537.3	484.8	12,335	14,932	120,337	108,612
Total Group	375.5	415.3	3,683.8	3,976.6	84,107	93,037	825,164	888,775
Outdoor & Sport								
American Rifleman	59.5	55.5	574.7	569.6	25,517	23,798	246,544	244,351
Field & Stream	83.2	64.4	728.4	761.8	35,714	27,642	312,485	326,820
Fur-Fish-Game	25.3	24.0	258.5	243.2	10,834	10,280	109,887	104,348
Guns	73.5	43.4	336.2	315.4	31,531	18,619	144,271	135,319
Outdoor Life	60.5	69.1	703.6	754.3	25,937	29,637	301,845	323,613
Sports Afield	54.3	57.3	596.0	639.9	23,343	24,574	255,735	274,500
Total Group	356.3	313.7	3,197.4	3,284.2	152,876	134,550	1,370,767	1,408,951
Detective & Fiction								
Dell Men's Group	8.0	8.1	96.0	122.3	3,450	3,484	41,223	52,433
Thrilling Group	11.8	10.5	101.4	93.4	2,644	2,353	22,461	20,951
Total Group	19.8	18.6	197.4	215.7	6,094	5,837	63,684	73,384
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	24.1	23.8	235.1	288.5	20,469	20,200	199,828	245,191
Family Weekly	39.2	34.1	419.7	418.9	33,304	29,019	356,918	356,080
Parade	56.2	45.1	547.8	587.2	47,775	38,366	465,614	499,145
This Week Magazine	85.5	82.3	709.7	794.1	72,685	69,982	603,282	674,946
Total Group	205.0	185.3	1,912.3	2,088.7	174,233	157,567	1,625,642	1,775,362

	Pages Oct. 1961	Pages Oct. 1960	Pages Jan.-Oct. 1961	Pages Jan.-Oct. 1960	Lines Oct. 1961	Lines Oct. 1960	Lines Jan.-Oct. 1961	Lines Jan.-Oct. 1960
Newspaper Sections (II) (October)								
(All other newspaper sections)								
Chicago Tribune Magazine	252.1	267.8	1,758.2	1,735.8	214,258	227,655	1,494,502	1,475,443
New York Times Magazine	403.8	389.2	2,868.5	2,979.1	343,231	330,823	2,438,237	2,532,234
Philadelphia Inquirer	145.5	167.0	987.7	1,203.5	123,757	141,934	840,130	1,023,088
Suburbia Today	16.4	16.2	155.0	157.1	13,934	13,728	131,811	133,257
Total Group	817.8	840.2	5,769.4	6,075.5	695,180	714,140	4,904,680	5,164,022

	Pages Nov. 1961	Pages Nov. 1960	Pages Jan.-Nov. 1961	Pages Jan.-Nov. 1960	Lines Nov. 1961	Lines Nov. 1960	Lines Jan.-Nov. 1961	Lines Jan.-Nov. 1960
Comics Magazines								
American Comics Group	7.0	7.0	77.0	77.0	2,646	2,646	29,106	29,106
†Archie Comics Group	—	—	35.0	35.8	—	—	13,230	13,422
Harvey Comics Group	8.0	8.0	88.0	89.0	3,024	3,024	33,264	33,642
National Comics Group:								
Blue Unit	4.0	5.5	55.5	57.0	1,512	2,079	20,979	21,546
Red Unit	5.0	5.0	56.5	57.0	1,890	1,890	21,357	21,546
Total Group	24.0	25.5	312.0	315.8	9,072	9,639	117,936	119,262
Canadian								
Canadian Homes	32.3	37.0	288.0	400.4	21,939	25,186	195,846	272,272
Chatelaine:								
Canadian Home Journal	71.8	82.6	670.8	731.4	48,803	56,193	456,114	497,351
†Revue Moderne	49.8	40.8	471.1	85.6	33,855	27,739	320,367	58,229
Liberty	30.7	29.5	222.4	268.7	13,187	12,677	95,406	115,285
Maclean's	72.1	106.9	729.4	855.4	49,017	72,656	495,968	581,650
‡Le Magazine Maclean	42.3	—	272.5	—	28,757	—	185,315	—
The Montrealer	34.3	24.2	208.5	193.1	14,406	10,164	87,556	81,109
Reader's Digest:								
English Edition	98.8	134.0	965.0	1,112.8	17,973	24,388	175,630	202,521
French Edition	110.8	146.5	1,008.0	1,180.0	20,157	26,663	183,456	214,760
Revue Populaire	21.5	27.9	165.6	260.0	15,207	19,529	115,938	182,302
*Samedi	12.7	15.7	108.9	163.9	8,893	11,032	76,251	114,738
††‡Saturday Night	53.8	79.2	332.8	433.6	22,631	33,288	139,821	182,141
††‡Time-Canadian	186.5	238.9	1,330.7	1,583.9	78,295	100,275	558,845	665,175
Total Group	577.1	645.1	5,110.2	5,251.3	272,194	286,227	2,388,847	2,320,217

†First published October 1960. ‡First published March 1961. ‡Not included in totals; as November figures were unavailable as this issue went to press October figures are shown. *Changed from bi-weekly to monthly publication August 1961. ††Two issues October 1961; three issues October 1960. ‡‡Four issues October 1961; five issues October 1960.

	Pages Nov. 1961	Pages Nov. 1960	Pages Jan.-Nov. 1961	Pages Jan.-Nov. 1960	Lines Nov. 1961	Lines Nov. 1960	Lines Jan.-Nov. 1961	Lines Jan.-Nov. 1960
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	12.9	26.7	80.9	235.6	11,698	24,042	72,794	212,003
Perspectives	98.1	91.9	793.4	812.2	95,669	89,605	773,552	790,954
La Presse	75.1	84.8	814.3	905.6	67,594	76,399	732,929	815,133
Star Weekly	76.3	99.0	759.3	983.5	66,774	86,628	664,466	860,591
Weekend Magazine	105.1	116.1	987.7	1,075.3	102,465	113,214	963,074	1,048,438
Total Group	367.5	418.5	3,435.6	4,012.2	344,200	389,888	3,206,815	3,727,119
§Foreign (November)								
Popular Mechanics:								
Popular Mekanik (Danish)	15.0	22.0	182.7	233.7	3,150	4,620	38,367	49,084
PM (Dutch Edition)	12.5	8.5	133.5	103.4	2,625	1,785	28,045	21,722
Mecanique Populaire (French)	28.5	29.0	280.2	281.7	6,384	6,496	62,764	63,100
Populare Mechanik (German)	10.0	8.6	67.8	57.7	2,240	1,926	15,185	12,929
Mecanica Popular (Latin America):								
Brazil (Portuguese)	19.8	24.6	226.7	232.6	4,335	5,510	50,690	52,102
Mexican-Caribbean (Spanish)	21.0	31.0	211.5	275.6	4,704	6,944	47,375	61,726
So. Hemisphere (Spanish)	16.5	13.0	137.2	150.8	3,696	2,912	30,743	33,782
Popular Mekanik (Swedish)	7.0	11.0	83.1	114.5	1,470	2,310	17,442	24,038
Total Group	130.3	147.7	1,322.7	1,450.0	28,604	32,503	290,611	318,483

§Because current month linage figures for several publications are not yet available this group is broken into November and and October sections.

	Pages Oct. 1961	Pages Oct. 1960	Pages Jan.-Oct. 1961	Pages Jan.-Oct. 1960	Lines Oct. 1961	Lines Oct. 1960	Lines Jan.-Oct. 1961	Lines Jan.-Oct. 1960
Foreign (October)								
Hablemos	26.7	23.9	166.0	202.5	22,386	20,076	139,482	169,176
Life International	83.3	93.4	765.4	829.0	56,695	63,580	520,540	563,720
European Edition	49.5	—	254.5	—	33,745	—	173,145	—
Life En Espanol	63.3	62.4	416.3	471.3	43,095	42,500	283,135	320,535
Caribbean Edition	91.7	93.4	604.5	684.1	62,475	63,580	411,145	465,205
Mexican Edition	83.3	89.4	568.3	648.3	56,695	60,860	386,495	440,895
Newsweek:								
Pacific Edition	133.8	122.9	1,042.2	1,042.5	56,175	51,622	437,845	437,850
European Edition	115.1	107.8	942.0	860.7	48,339	45,255	395,714	361,477
Reader's Digest:								
Arabic	31.5	42.5	303.5	373.5	5,551	6,970	55,237	61,254
Argentine	92.0	74.0	603.0	552.0	16,744	13,468	109,746	100,464
Australian	73.8	90.3	627.5	762.0	13,422	16,426	114,205	138,684
Austrian	88.0	78.0	632.0	637.0	15,576	14,196	111,864	115,934
Belgian	71.5	58.5	548.0	492.0	13,371	10,238	102,476	86,100
Brazilian	101.5	97.0	865.5	851.0	18,473	16,975	157,521	148,925
British	113.0	104.5	712.0	805.0	21,018	19,437	132,432	149,730
Caribbean #1	59.5	71.5	456.0	638.0	10,829	13,013	82,992	116,116
Danish	49.0	60.5	356.8	412.0	8,918	10,285	64,929	70,040
Dutch	84.5	76.5	610.0	601.0	15,379	13,923	111,020	109,382
Finnish	29.0	37.0	255.0	267.0	5,278	6,882	46,410	49,662
French	199.3	182.7	1,175.9	1,162.8	36,278	33,250	214,022	211,633
French-Swiss	43.5	41.0	327.0	300.0	8,135	7,175	61,149	52,500
German	171.0	147.0	1,115.0	1,076.0	30,267	26,754	197,355	195,832
German-Swiss	52.0	45.0	384.7	356.5	9,464	8,190	70,010	64,883
Iberian	89.5	85.0	868.5	739.0	16,020	15,470	155,462	134,498
Indian	80.0	80.0	610.0	552.0	14,880	14,560	113,460	100,464
Italian	136.0	109.0	828.5	786.0	24,752	18,748	150,787	135,192
Japanese	20.3	38.0	318.0	355.0	3,483	6,384	54,696	59,640
Mexican	73.5	70.0	471.0	487.5	13,377	12,740	85,722	88,725
New Zealand	51.5	61.0	421.5	377.0	9,373	11,102	76,713	68,614
Norwegian	56.0	63.5	470.5	448.0	9,632	10,795	80,926	76,160
Overseas Military	36.0	41.0	421.0	419.0	6,552	7,462	76,622	76,258
South African	86.9	79.7	758.8	742.6	15,810	14,499	138,105	135,145
Southern Hemisphere	31.0	30.5	208.0	221.0	5,642	5,551	37,856	40,222
Swedish	59.5	59.5	515.5	543.0	11,067	11,067	95,883	100,998
Time International:								
†Time-Atlantic	140.5	170.5	1,237.1	1,351.0	58,975	71,575	519,925	567,420
†Time-Latin American	103.8	116.3	902.2	962.1	43,540	48,825	378,910	404,390
*Time-Pacific	—	128.9	—	1,037.9	—	54,075	—	435,855
Time-Asia	116.9	—	1,007.4	—	49,035	—	423,080	—
Time-South Pacific	96.1	—	748.9	—	40,705	—	314,475	—
Vision:								
Visao (Portuguese Edition)	142.0	184.3	1,599.3	1,563.7	51,640	77,420	671,690	656,740
Mexican Edition	128.3	123.5	1,019.3	1,088.8	53,900	51,870	428,120	457,310
Spanish Edition	108.2	101.5	863.7	889.2	45,430	42,630	362,740	373,450
Total Group	3,471.8	3,341.4	27,000.3	26,587.0	1,082,121	1,039,428	8,544,041	8,341,078

*Time-Pacific split into two editions—Time-Asia and Time-South Pacific—January 1961. †Four issues October 1961; five issues October 1960.

no Syndicated Magazine for this HOME TOWN NEWSPAPER

Surely we print national and foreign news. We supplement our two news services with the N. Y. Times Cables as well as our own Washington correspondent.

■ But when it comes to a Sunday magazine, we edit our own. We don't think a man sitting at a desk in N. Y. can fashion a book for our readers.

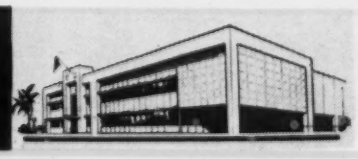
■ Our Florida Magazine runs from 36 to 80 pages and prints color so remarkably that visiting publishers ask, "Who prints your magazine for you?"

■ The stories, about Central Florida people with a regular Man of the Week selection for the cover in full color every Sunday, cause our Florida Magazine to have many hundreds of times the appeal of something written and printed in New York.

■ It is a comparison likened to the old patent insides the weeklies printed 40 years ago as against fresh, local news features and pictures produced by the home town editor.

MARTIN ANDERSEN
Editor/Owner/Galley Boy/On Sunday, too

Orlando Sentinel-Star
ORLANDO, FLORIDA



GATEWAY TO THE MOON ■ ORLANDO SERVES CAPE CANAVERAL

Remco Backs WCBS-TV Shows

Remco Industries, New York, will sponsor three traditional children's feature films for the second straight year on WCBS-TV, New York. Called "Shari Lewis Presents Film Classics," the 90-minute shows will be presented Saturdays, at 3 p.m. (EST), for three consecutive weeks, starting Nov. 25. Miss Lewis will comment on the films and introduce the commercials. Again this year, WCBS-TV will send 90,000 study guides on the films to schools in the greater New York area. Webb Associates is the agency for Remco.

ANPA-NIS Lists Results

The Newspaper Information Service of the American Newspaper Publishers Assn. has listed some statistics on materials it distributed since NIS was formed in September, 1960. They included 800 mats of an ad, "What Starts Things Rolling Right After Election"; 835 mats of another ad, "I Want to Be a Newspaperman"; 1,200 mats of three different comics strips; 19,404 pieces of material as a result of ads; and 4,850 copies of "Profiles of Distinguished Newspaper Editors."

Over 8,000 executives will attend
NATIONAL SALES PROMOTION and MARKETING EXPOSITION
(Incorporating 16th Advertising Essentials and Sales Aids Show)
March 28-30, 1962, Hotel Biltmore, New York. Write for free guest tickets or space availability to Thomas B. Noble
Advertising Trades Institute
135 E. 39th St. N.Y.C. 16 LE 2-9921

Saks/Pinsky/Fishhaut Formed

Three Minneapolis agency executives have formed Saks/Pinsky/Fishhaut Advertising, with offices at 89 S. Tenth St., Minneapolis. Principals are James H. Saks, owner of Saks & Grinnell; Irving A. Pinsky, owner of Pinsky Advertising Agency, and Lester B. Fishhaut, a tv-public relations executive. Billings reportedly are more than $300,000. Along with the merger, a pr department has been set up under the name of Saxon Associates Public Relations.

Phil Davis Elected

Phil Davis, president of Phil Davis Musical Enterprises, New York, has been elected president of Musical Commercial Producers Assn. for the 1961-62 season. Other new officers are Morris Mamorsky, head of the company bearing his name, 1st vp; Hank Sylvern, president of Signature Music, 2nd vp; Victor Sack, business manager of Scott-Textor Productions, secretary; and Gene Forrell, president of Forrell, Thomas & Polack Associates, treasurer.

Ray-O-Vac Stresses Safety

Ray-O-Vac Co., Madison, Wis., has launched a "safe driver" award program in conjunction with its advertising efforts on 150 radio stations throughout the U. S. Stations are asked to select one safe driver each week; Ray-O-Vac provides an applicable award. Participating stations become candidates for a Ray-O-Vac award—a gold-plated hub cap engraved with a recognition of their public service activities in promoting highway safety.

Mutz, Campbell Moves

Mutz, Campbell & Co., Chicago agency, has moved to 5940 W. Montrose Ave.

NEW FOR '62
BACON'S PUBLICITY CHECKER

Now listing both . . . . **MAGAZINES**
Over 3700 Business, Farm and Consumer magazines. 99 market groups. Coded to show kind of publicity used by each magazine.

. . . . . *and* **NEWSPAPERS**
Over 600 dailies in U.S. and Canadian Industrial and market areas. Gives all vital data, including business editor's name. Also lists syndicated business columnists in U.S. and Canada.

Lists every contact you need for the complete publicity and PR job

Every magazine and newspaper you need. 424 pp. . . . 6¾" x 9¾" . . . spiral bound to lay flat while using . . . permanent cover.

Quarterly Revisions
Revision sheets sent to users in Jan., April, July, 1962. Your Checker always up-to-the minute. Order copies you need today!

FULL PRICE WITH REVISIONS $25.00
SENT ON APPROVAL

BACON'S *CLIPS MAGAZINES AND NEWSPAPERS*
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd. Chicago 4, Illinois
WAbash 2-8419

GEM—*Borden Co., New York, has expanded the introductory markets for its new Gem rolls refrigerated dough. It now covers 32 cities in 12 states. Only newspaper ads are being used for the present. Young & Rubicam is the agency.*

Number of Retail Stores Jumps 4.5% in '61, Survey Shows

NEW YORK, Nov. 14—U.S. retail establishments increased by 76,062, or 4.5%, in 1961, raising the total to 1,776,792. The boost was made in the face of a 1.8% decline in total retail sales for the first eight months of this year, compared with 1960.

Also, retailers are fairly optimistic about 1961 year-end volume. Although the first six months were off, 39% of retailers think they will be ahead of last year; 43% believe they will wind up about the same as 1960; and 18% foresee a dip.

These were some of the points of the eighth national sample census of retail distribution conducted by Audits & Surveys Co. It was based on a national probability sample of more than 30,000 retail stores.

■ Some other findings:

Biggest percentage gainers in total stores were automotive and lumber-building materials-hardware categories. Both were up 8%. Audits & Surveys said the number of automotive outlets increased to 309,268 (204,204 are gas stations), while the other hard goods group went to 106,420.

These boosts were recorded despite sales drops of 6.7% and 5.4%, respectively, for the auto element and building trio.

Top category, numerically, was food stores, with a 3% hike to 344,828. They were trailed by eating and drinking establishments, which shot up 7% to 339,592.

Solomon Dutka, Audits & Surveys president, termed the food and beverage increase highly significant, in that both experienced sharp declines from 1950 to 1960; food stores dropped 34% and eating and drinking places were down 9% in the decade.

■ Other jumps were recorded by the furniture-furnishings-households appliance group, up 2% to 104,924 outlets, and by drug stores, which inched up .05% to 58,888.

The top loss was by jewelry, gift and novelty shops, which plunged 5% to a 1961 total of 40,936. Apparel stores were down 2% to 118,660, and general merchandise outlets fell 1% to 92,972.

Mr. Dutka said retailers in the western states appeared most satisfied with the way things were going, while northeast merchants seemed least satisfied. #

Conde Nast's 9-Month Net, Gross Decline

Net sales of Conde Nast Publications for the nine months ended Sept. 30 fell to $38,045,681 from $40,616,825 registered in the same period in 1960. Net profit was $610,202 as against $1,627,252 for the first nine months of last year.

I. S. V. Patcevitch, president and chairman of the board, said the sales decline was caused by "continuance of adverse trends in advertising volume and the elimination since April 1 of pattern sales as a result of the licensing of our pattern operations." He chalked up the earnings drop to "loss of advertising pages," but added that an "improved trend" is due in the fourth quarter.

Tyson Names Rankin, Heaslip, Kenyon; Adds Higgins Ink

Peter D. Rankin has joined the publicity department of O. S. Tyson & Co., New York, and George C. Heaslip has joined the company as a special assistant to the exec vp. At the same time, Elliot H. Kenyon has joined Tyson as an account group assistant. Mr. Rankin was formerly news editor of *Purchasing Week*. Mr. Heaslip was formerly an account executive of Sutherland-Abbott, Boston, and Mr. Kenyon was formerly with the Lever Bros. Co., Kansas City.

Also, Tyson has been named to handle advertising for Higgins Ink Co., Brooklyn, manufacturer of waterproof drawing inks and allied items.

WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Three vital dimensions of any sales campaign are research, presentation and distribution. The correct utilization of these components, however, demands another dimension, that is, a natural familiarity with the market. At Dentsu, familiarity breeds content.

DENTSU ADVERTISING LTD.

Head Office: Nishi-Ginza, Tokyo, Japan Cables: "DENTSU TOKYO"
New York Office: Time & Life Bldg., Rockefeller Center, New York 20, N.Y., U.S.A.
Representatives: Chicago, Los Angeles, San Francisco, Honolulu, Okinawa, Taipei

Self Service Food Selling in Europe Soars, UN Unit Says

NEW YORK, Nov. 14—As much as one quarter of the total food sales in Great Britain, West Germany, the Netherlands, Norway, Sweden and Switzerland is now racked up by self service outlets, a United Nations report has disclosed.

The UN's food and agriculture organization reported in its October bulletin that self service food stores have risen from 164 in 13 European countries in 1948 to 36,344 in 1959.

West Germany has registered the biggest growth in self service food units. From none in 1948, the total rose to 1,379 in 1956 and to 17,131 in 1959. Britain has gone from 130 in 1948 to 6,350 last year. Sweden has moved from 22 to 4,754.

Britain now has more than 600 supermarkets, half of which were opened in 1960. There are 40 in Italy and 33 in France. West Germany had 10 supermarkets in business in 1960, with several hundred planned, many of which are probably in operation now. #

Rosen Named Ad Director

Harold Rosen, vp in charge of marketing at Fotochrome Inc., New York, maker and wholesale distributor of photographic equipment, has been named advertising director as well.

Fels Names Milne, Phillips

Fels & Co., Philadelphia, manufacturer of soaps and detergents, has appointed James Milne product supervisor for Instant Fels Naptha, Gentle Fels, Fels Naptha bar soap and "certain products now in development," and Thomas G. Phillips assistant advertising manager. Mr. Milne was formerly in the plans department of N. W. Ayer & Son. Mr. Phillips was formerly a radio-tv producer of Batten, Barton, Durstine & Osborn, and a media director and account executive of Hayden Advertising.

Form Consumer Dynamics Corp.

Consumer Dynamics Corp., a marketing research company specializing in reasons for brand switching, has been formed with offices at 11 W. 42nd St., New York. President and sales director is Saul D. Weiner, formerly advertising promotion manager of Ziff-Davis Publishing Co.

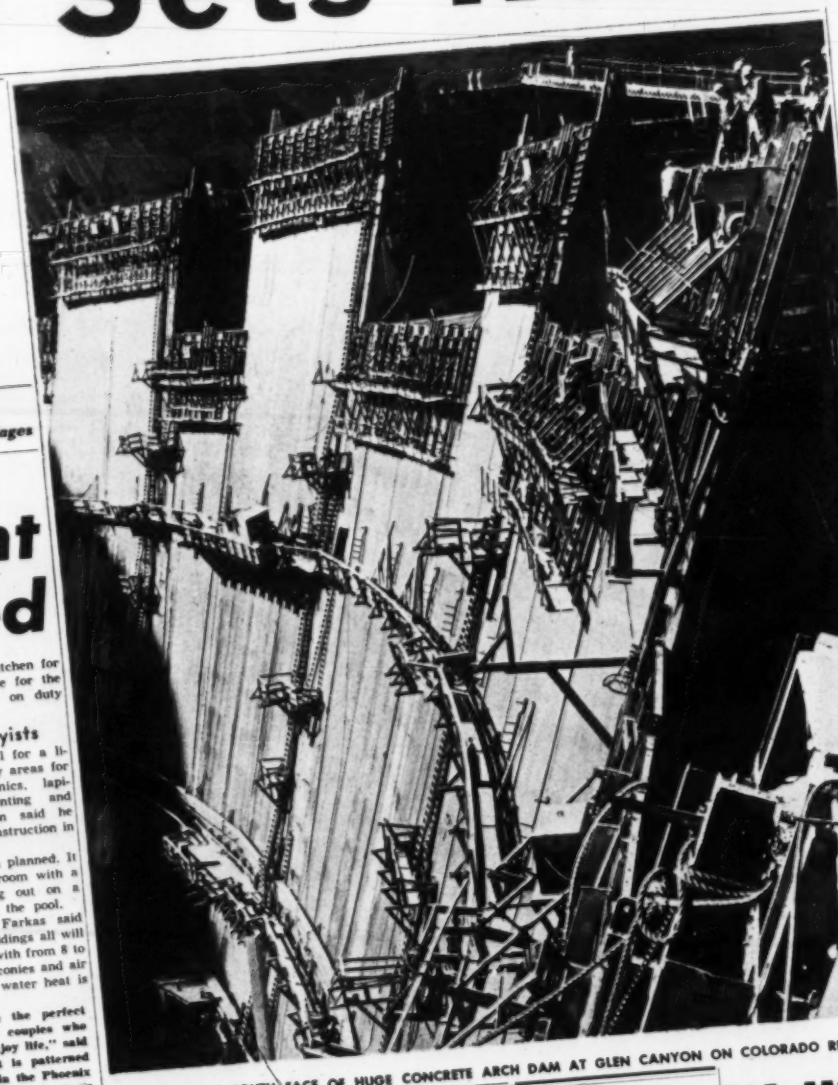
Building Sets Records

The Voice of the Rocky Mountain Empire

★★ THE DENVER POST HOME EDITION

Denver, Colo.—Climate Capital of the World *10 Cents, 14 Pages*

Vol. 70, No. 90



VIEW OF SOUTH FACE OF HUGE CONCRETE ARCH DAM AT GLEN CANYON ON COLORADO RIVER

$40 MILLION

2500-Apartment Plans Announced

By WILLARD HASELBUSH
Denver Post Business Editor

Plans were announced Saturday for development of the 140-acre former Windsor Farm Dairy site at E. Alameda Ave. and Dayton St. into a 126-building cooperative apartment house complex to be called Windsor Gardens.

The plans were disclosed by Windsor Land Co., headed by Werner Livingston, Denver real estate man and homebuilder, and Howard L. Farkas, certified public accountant.

A unique feature of the plans for Windsor Gardens is that no apartment will be sold to a family whose head is less than 50 years old and if the youngest child is under 17.

Livingston, who headquarters at 1617 Marion St., said 2,500 one- and two-bedroom apartments will be built in the 126-building complex. The eventual cost will be $40 million, he said.

He said the apartments will range in cost from $10,250 to $16,500. The higher-priced units will have two bedrooms, two bathrooms and more than 1,200 feet of living space.

A master plan for development of Windsor Gardens has been drawn up by the Denver firm of Harman, O'Donnell & Henninger Associates, Inc., the firm which last year won the title of "Most Perfectly Planned Community in America" for laying out the new community of Northglenn. The award was made by Life magazine and the Journal of the National Assn. of Homebuilders.

Livingston said Architect Tom Hite of Denver now is drawing plans for the first buildings in Windsor Gardens. He said his firm hopes to begin construction in January with occupancy of the first units set for next spring.

"The entire concept is summed up in our slogan which will be used in all of our advertising," Livingston said.

The slogan: "Windsor Gardens—a playground for the young at heart."

Only a single street—a park-way circle—will penetrate the interior of the Windsor Gardens development.

In the center of the project, Livingston said, a nine-hole, three-par golf course has been laid out. It will be for exclusive use of tenants and their guests. The holes will range in length from a 93-yard No. 8 with two water hazards to a 290-yard hole.

"The course will be sporty and there will be enough water hazards to make it a good test of golf," Livingston said.

Other recreational features will include a swimming pool with a sand beach, a concrete patio and a nearby grass-covered picnic area.

A "pro" shop and a dining-room are planned between the pool and golfing areas. So are a horseshoe court and a shuffle-board area.

Also planned is a 183-foot-long auditorium and community center with separate clubs for men and women, a kitchen for catering and an office for the social director to be on duty daily.

Aids for Hobbyists

The plans also call for a library and five hobby areas for woodworking, ceramics, lapidary, sewing, painting and sculpting. Livingston said he plans to offer free instruction in all hobby fields.

A pool building is planned. It will have a diningroom with a glass wall, looking out on a covered patio and the pool.

Livingston and Farkas said the apartment buildings all will be of two stories with from 8 to 32 units, open balconies and air conditioning. Hot water heat is another feature.

"This will be the perfect home for older couples who have time to enjoy life," said Livingston. "It is patterned after Sun City in the Phoenix area—but that's 50 miles from town, while this is inside the city."

Livingston said a survey showed there are 83,000 households in the Denver area in which the head of the family is 50 or over.

The site of Windsor Gardens is nearly three-fourths of a mile east of Fairmount Cemetery. It is south of Lowry Air Force Base, but Livingston said no planes have flown over the area since Lowry abandoned its north-south runway two years ago.

The farm was established by H. Brown Cannon in the 1890's as a source of farm produce for the Windsor Hotel. It later became Windsor Farm Dairy, now owned by Beatrice Foods.

Loans Up 34.3 Pct. In Year

The Denver metropolitan area's 1961 construction boom broke all records during the first nine months of the year.

Figures released here Wednesday by Lloyd Hughes, president of Title Guaranty Co., disclosed that new real estate loans in the five-county area between Jan. 1 and Oct. 1 soared to $509,814,665.

That's an increase of $130,263,937—or 34.3 pct.—over the same period in 1960.

Hughes said the number of loans in Denver, Adams, Arapahoe, Boulder and Jefferson counties also was substantially ahead of 1960 figures, 32,441 separate mortgage loans so far this year as compared with 27,687 in the same 1960 period. The percentage increase was 17.1 pct.

Jefferson County was in first place in percentage gain in the five counties in both number of loans and dollar value increase. The county's total of new real estate loans for the nine months was $116,786,640, compared with $77,861,634 up to Oct. 1, 1960, for a gain of 50 pct. The number of loans was 6,650 this year, 5,198 last year, up 28.1 pct.

In Arapahoe County, the number of loans was up 24.5 pct. and the dollar value, at $104,814,657, was up 38 pct.

Boulder Boom

Boulder County reflected a continuing building boom. Dollar value of loans so far this year amounts to $46,139,170, an increase of 36.1 pct., and the number of loans was up 25.7 pct.

Adams County's dollar value was up 38.7 pct. to $80,790,017 for the nine months and the number of loans was up 19 pct., 5,491 to Oct. 1 this year and 4,613 last year.

Denver County's total for the nine months of 1961 was $161,284,186, a sharp gain over the $133,686,398 up to Oct. 1, 1960.

Hughes reported that a total of 19 lenders loaned in excess of $1 million each during September.

Top Lender

Top lender in dollar value was Mortgage Institute Co., the firm which exclusively handles mortgages for homes built in both Northglenn and Southglenn by Perl-Mack Construction Co. The firm made 125 loans during the month for a total of $4,463,745.

Western Federal Savings and Loan Assn. was top in the number of loans, 226 for a total of $3,950,525.

Hughes said conveyance certificates filed in the five counties showed a total of 41,667 separate transactions of real estate in the nine-month period this year, compared with 26,141 in the same period last year.

Other top lenders in September were Empire Savings Building and Loan Assn., 119 loans for $3,082,700, and Mortgage Investments Co., 122 for $3,051,700

Coin-Op Wash All Over Area

By LYNN LILLISTON
Denver Post Staff Writer

Coin-operated washing "has reached its greatest advance in Denver," a representative of the dry cleaning industry said here Monday.

William Palmer of New York, editorial director of the National Cleaner, industry magazine, said in the Denver metropolitan area there are about 100 [illegible] with 800 to 900 machines.

FIVE NEW AREAS

Ski Facilities Get $4 Million Push

Long accustomed to the world's best snow, skiers in Colorado this year will have facilities to match.

An estimated $4 million has been invested in new ski areas and improvements at existing areas since last season. Included are five entirely new areas now in advanced stages of construction.

The rash of new facilities in Colorado was recently noted in the national magazine Skiing, which said the additions make the state "a new Switzerland of America."

The new operations are the Peak 8 area at Breckenridge, Storm Mountain at Steamboat Springs, Crested Butte at Crested Butte, Indianhead Mountain near the top of Guanella Pass, and Loveland Valley, just below the Loveland Basin area.

Double Chair Lift

The Peak 8 area, part of a $2 million development at the old [illegible]

Hested Co. Opening Department Store

The Hested Stores Co. is entering the department store field in Denver.

A complete Hested's junior department store which cost nearly $1.5 million to build and equip opens for business Monday in the Perl-Mack Shopping [illegible]

Freatone at $1.33 per gallon; a transistor radio for $4, a Remington electric shaver for women at $5 and a 12-inch electric frying pan at $5.99 instead of the usual $19.95.

Hours will be 9 a. m. to 10 p. m. daily during opening week. Robert Gunyo of 6691 S. Wel[illegible] is manager

Colorado Mine Resources Due For Appraisal

A fresh look is being taken at Colorado's silver and gold resources.

A survey has been authorized by the Colorado Metal Mining Fund and funds for the study included in its budget for 1962.

One official said the demands of industry for silver for the first time in many years are exceeding present United States production.

A number of firms have assigned engineers to check old properties in silver and gold.

The Mining Fund earlier authorized a survey of the vanadium industry in Colorado. This survey is still under way in cooperation with the Atomic Energy Commission, the Colorado School of Mines and individual producers.

The Colorado Plateau, in western Colorado and eastern Utah, produced $20 million worth of vanadium annually, said a report to the fund members at a meeting in Denver.

New uses are constantly being found for vanadium. After 1966, when government guar[illegible]

101 Million Slated for Basin Jobs

WASHINGTON—(UPI)—The Bureau of Reclamation said it plans to spend $101,270,978 in the Upper Colorado River Basin in the fiscal year ending on June 30, 1962.

The money includes new congressional appropriations plus carryover and unobligated funds from previous appropriations. Most of the money will go for construction.

More than one-third of the total—$35,270,000—was slated for the Glen Canyon unit.

The bureau said this amount will be spent to continue concrete placement and construction of the power plant and switch yard, continue payments on turbines, generators, governors and other materials, and award a contract for completion of the dam.

[illegible] for Grid

Scientific Financing

T. N. Palmer & Co. Names Roy Durstine Jr., Charles Kopf

Roy S. Durstine Jr., formerly a vp and account supervisor of his father's agency, Roy S. Durstine Inc., has joined T. N. Palmer & Co., New York, as an account exec tive. Mr. Durstine told ADVERTISING AGE that his move "did not signify a schism" with his father, but rather reflected the fact that the New York office of the Durstine shop is not as active as it formerly was, now that his father is shifting the emphasis to consulting work.

Palmer also has named Charles W. Kopf, formerly senior vp of Fred Wittner Co., a vp.

Guin Joins Haug Drug

Wyman Guin has been named to head advertising and product promotion of Haug Drug Co., Milwaukee. Mr. Guin was formerly vp of marketing of Lakeside Laboratories.

Hirschberg Named Exec VP

Robert S. Hirschberg has been named exec vp of Ashe & Engelmore Advertising, New York. He has been with the agency for two years.

Cargill Names Werner

Cargill, Wilson & Acree, Richmond, has appointed Gilbert W. Werner copy chief of its Charlotte office. Mr. Werner formerly held a similar post with the Rumrill Co.

Women Don't Believe Cleanser Ads, 'Journal' Reports

PHILADELPHIA, Nov. 14—Many women have lost faith in advertising claims made on behalf of household cleaning products, according to the *Ladies' Home Journal* Reader Reaction Bureau.

At the same time, interviews with *Journal* readers across the country showed that their knowledge of many household cleaning aids is at a bare minimum, and that many women have little awareness of many new products.

Paradoxically, the survey indicated, today's housewife launders and cleans more frequently than ever before.

■ A recent report indicated that a regular fall and spring housecleaning schedule is not followed and that Monday is no longer a day set aside to do the family wash.

A majority of women queried said they do two or three loads of wash at a time in an automatic washer from three to five times a week. Major cleaning, waxing or polishing is done "whenever necessary," reported a large number.

An overwhelming number of women told the bureau they use Clorox liquid bleach and unanimously prefer it to other brands. According to the report, there was no other evidence of consistent brand loyalty for any other laundry product.

The bureau explains that women have simply lost faith in laundry product advertising, and gave every evidence of not paying attention to claims made on behalf of these products, because all of them claim to be "best."

This disillusionment, the bureau pointed out, may also explain why these women are unimpressed with the kinds of soaps and detergents which are packed in new automatic washers. They seem to feel that this is not a recommendation for a particular soap but rather an indication that a "deal" has been worked out between the two companies. #

Gross Book Published

Experiences and impressions of 50 years in buying, promoting, advertising and selling are detailed in a new book, "The Secrets of 'Sell-A-Million Sam,' " published by the book division of Fairchild Publications, New York. Author of the book, priced at $3.75 per copy, is Samuel E. Gross, who retired this year after a half a century in the field of retailing, 38 of which were with Famous-Barr Co., St. Louis.

DEAR TEACHER: WHAT ARE YOU GOING TO BE DOING THIS WINTER?

You say you'll be going to school, as usual?

Bucking the rush hour traffic" morning and evening?

Squeezing your car into under-sized spaces" in the school parking lot?

Listening to the snickers of the kids watching you jack-knife" into and out of the front seat?

Finding your fenders bashed" by some jubilant hot-rodder"?

Stalling" in snow banks, skidding" on the ice, calling AAA when you can't get your car started"?

Pretty dismal winter ahead of you, Teacher, unless you go right over to your Studebaker dealer and trade in your old-size car for a new-size '62 LARK!

PRO PUSH—*Studebaker is using ads in specialized publications; this b&w ad is in The Instructor for November. The ads also appear in AMA News, RN and American Journal of Nursing. D'Arcy Advertising, New York, is the agency.*

sell the
GROWTH MARKET
of the West
through
one of America's
great newspapers

few papers anywhere cover their home city and trade area as effectively as the Denver Post

Editor and Publisher: PALMER HOYT
Represented Nationally by
MOLONEY-REGAN & SCHMITT, INC.

CIRCULATION
Daily 265,980
Sunday 348,937
Empire Magazine and Comics . 367,168
A. B. C. Publisher's Statement March 31, 1961

Expanding Market!
Soaring Sales!

In Southern New Jersey's rich heartland there are now upward of 300,000 potential buyers with more than a half billion dollars to spend for their needs. Reach for your share through the PRESS — the one paper that delivers more circulation than all area media combined.

Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper
ROLLAND L. ADAMS, President
Scolaro, Meeker & Scott, National Representatives

102,368
Average Net Paid
for first six months of 1961
This figure tops all interdenominational magazines in the conservative Protestant church field!

. . . and
MOODY MONTHLY
can help you
"GET THROUGH"
to this large, growing
CHURCH and HOME MARKET

Your chances of "getting through" to potential buyers are always good. Here's a "salesman" that's never intruding, because MOODY MONTHLY is wanted, it fills a spiritual need. M/M's "at home" with its audience—a knowledge growing out of 61 years of serving a specific group—conservative Protestants.

Whether you're selling church boards, committees, or individual consumers, you can be sure you're reaching the right audience—and "getting through"—when your advertising story is appearing regularly in the "invited salesman"—MOODY MONTHLY. It has earned an influence and loyalty that few magazines can match.

A FEW FACTS ABOUT M/M's MEANINGFUL TYPE OF AUDIENCE
- 75.3% of M/M's subscribers hold positions of influence in more than 60,000 conservative Protestant churches.
- M/M's 100,000 homes (with more than 280,000 readers) provide another important market.
- 64.2% own or are buying homes.
- 28.7% have family incomes of $7,000 or over annually.

For complete folder of Media Fact Sheets on reader survey, call or write today—

Lawrence Zeltner, advertising manager
MOODY MONTHLY
The influential magazine in the conservative Protestant field
820 N. LaSalle Street • Chicago 10, Illinois

YOU NEED ALL OF GEORGIA, TOO!

You couldn't make coffee in this . . . any more than you can cover booming Georgia with *one* newspaper buy. So use Atlanta *and* the Georgia Group. Get effective coverage in areas containing 85% of the state's people, 87% of its spendable income. The Augusta, Columbus, Macon and Savannah papers serve 4 of Georgia's 5 primary markets—deliver the rich "missing half" with 1 order, 1 bill, 1 check. Your local Branham Man has all the details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

'MAGIC OVAL'—*This color ad, plus a 1-column unit on the facing page, will feature Scott Paper Co.'s new "magic oval" package design in Nov. 19 newspaper supplements.*

Champ-Items Names Mogge

Champ-Items, St. Louis, automotive replacement parts company, has appointed Arthur R. Mogge Inc., St. Louis, to handle its advertising.

Scotties Get Push in TV, Supplements

PHILADELPHIA, Nov. 14—Scott Paper Co. is basing its new campaign for Scotties tissues on a new package featuring a two-way dispensing system. Network tv augmented by Sunday supplements will be used.

In the new pack, tissues may be either pulled out singly in "jump up" fashion or by the neatly folded handful.

The major push will be on network tv, including commercials on "New Breed" (ABC-TV), "Window on Main Street" (CBS-TV), "Father Knows Best" (CBS-TV), plus a "heavy schedule on daytime network tv." A color insertion (a full page plus adjoining column) will appear Nov. 19 in First Three Markets, *This Week Magazine*, *Parade*, and independent supplements.

■ The newly designed package features a snowflake pattern imprinted on pastel-colored cartons with the Scotties subordinated logo in the lower right hand corner. With this design, the company hopes "to capitalize on the growing consumer interest in attractive packaging which harmonizes with various room decors and which contains a minimum of commercial identification."

J. Walter Thompson Co., New York, is the agency. #

World-Wide Features Formed to Syndicate Radio Shows

World-Wide Features has been formed at 1230 W. Washington Blvd., Chicago, to handle news, special events, and feature shows for radio and television. The shows will be two, five and ten minutes in length. The company will also produce disc jockey shows for automated stations. Jim Mills, of Jim Mills Productions, Chicago, is one of the principals in the new company. Jim Mills Productions will continue to operate separately.

The first sizable sale of these syndicated shows has been to Jos. Schlitz Brewing Co. for Old Milwaukee beer (via Post & Morr). The company bought 130 two-minute radio shows, "Sports Beyond Belief," for use over 60 to 100 midwestern, southeastern and southern radio stations, initially, and plans to buy more shows for use over a two-year period.

Lambert Promotes Blumenthal

Barbara Blumenthal has been promoted to fashion coordinator, a new post, at Lambert & Feasley, New York. She formerly served in a general service capacity on the agency's cosmetics and hair products accounts.

Geoghegan Joins Gianninoto

Walter Geoghegan, formerly senior vp of Fletcher Richards, Calkins & Holden, has joined Frank Gianninoto & Associates, New York, design organization, as a member of the plans board.

FOR GREATER ADVERTISING IMPACT...

3 SEPARATE PUBLICATIONS
each with specific
LOCALIZED EDITING!

Effective with the 50th Anniversary of The Farmer-Stockman, this popular publication has become *three* separate farm magazines, serving *three* great farming and stockraising states;

- The Kansas FARMER-STOCKMAN
- The Oklahoma FARMER-STOCKMAN
- The Texas FARMER-STOCKMAN

During the past 50 years, The Farmer-Stockman has helped many advertisers improve their position in Oklahoma and Texas. It will continue to do so. And now, we can serve you equally as well in Kansas!

Commercial Advertisers may use these three publications individually or all of them at a lower combination rate.

For space reservations or additional data—write, wire or phone your nearest Farmer-Stockman office.

The Farmer-Stockman
OKLAHOMA CITY • DALLAS

SALES OFFICES:
J. H. Hunter, Advertising Director

CHICAGO 11, SUperior 7-6145 — 400 N. Michigan Avenue — Lee Hainline, Mgr
NEW YORK 17, MUrray Hill 4-3340 — 420 Lexington Avenue — Joe Paulsen, Mgr
OKLAHOMA CITY 1, CEntral 2-3311 — 500 N. Broadway — Bill Pullen, Mgr
DALLAS 5, LAkeside 1-3121 — 4321 N. Central Expressway — Alex McCommas, Jr., Mgr

ABC · STATE FARM PAPERS · APA

HOUSTON POST PROFILE RESEARCH

PRODUCT: MARGARINE TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 93.5% (484,200)

CHARACTERISTIC	MARGARINE USERS	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	89.6%	21%	23%	14%
$3000 - $4999	94.3	32	34	19
$5000 - $6999	93.9	45	39	22
$7000 or more	96.6	59	47	17
AGE (Head of Household)				
Less than 35	95.4%	37%	36%	14%
35 to 50	95.9	39	34	20
50 or more	89.5	36	37	20
FAMILY SIZE				
1 or 2	90.0%	36%	36%	17%
3 or 4	94.0	41	37	20
5 or more	96.2	35	33	18
OCCUPATION				
White Collar	94.4%	49%	42%	20%
Blue Collar, Skilled	95.2	35	35	22
Unskilled & Farm	89.0	28	27	9
Other	91.0	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

More than 93% of the 517,900 families who make up the Houston market buy and use margarine . . . and any way you spread it, that proves a lot of folks savor their flavor on the synthetic side.

But the raw size of the market for a particular product and brand is only a single measure of importance . . . and not always a good one.

The real flavor of the market for a particular product and brand is a blend of many characteristics. And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells margarine manufacturers (and advertisers) that folks who top their morning toast with margarine tend to enjoy higher than average incomes, are middle aged or younger, support medium sized families and tend to be blue or white collar workers.

It also tells margarine advertisers, that the same characteristics that apply to margarine buyers in Houston apply also to readers of THE HOUSTON POST.

Whether you're selling margarine or mayonnaise, floor wax or fruit juice, HOUSTON POST PROFILE RESEARCH can give your marketing more direction. For information about a tailor-made profile of your product or brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER / SHOWING THE WAY IN DEPENDABLE MARKET RESEARCH

OFFICE SPACE AVAILABLE

The most distinctive address for your Chicago headquarters. Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.

333 north michigan avenue building

- *outside daylight in all offices*
- *year 'round air conditioning*
- *fast, ample automatic elevators*
- *excellent service*

WIRTZ, HAYNIE & EHRAT, INC., *Managing Agents*
Phone: RA 6-8333 (Area Code 312)

EWRR Appoints Four

Phillips B. vanDusen, formerly with Campbell-Ewald Co., has joined Erwin Wasey, Ruthrauff & Ryan, New York, as an account supervisor. Andrew Kops, a veteran of 20 years with the old Ruthrauff & Ryan agency and later with EWRR, New York, has been named director of the agency's traffic and production departments. Paul Dictor, with EWRR two years, has been named manager of the traffic department, and Victor Gorglione, also with the agency two years, has been named manager of the production department.

Nides, Cini Appoints Two

Nides, Cini Advertising, Los Angeles, has named John Klein an account executive and Larry Rood copy chief, a new post. Mr. Klein formerly was with Carson/Roberts Advertising. Mr. Rood previously was with Batten, Barton, Durstine & Osborn.

NEW PRODUCT—*Bonne Bell Cosmetics, Cleveland, is introducing its Ten-O-Six facial cleanser in a new form—cleansing tissues saturated with the lotion to wash hands and face without soap or water. A carton of 32 towelettes retails for $1.75.*

Discounters Here to Stay, Masters Says; So Are We, Department Store Exec Replies

NEW YORK, Nov. 14—"The issue is no longer whether the discount store is here to stay. The issue is: Can the classic, conventional and traditional store co-exist with the discount store?"

This is the view expressed by Stephen Masters, president of Masters Inc. discount operation, at a discount seminar of the National Retail Merchants Assn. last week.

Rising in defense of the department store and other traditional retail outlets, Alfred C. Thompson, exec vp of Miller & Rhodes, Richmond, said "the discount boys think they are waging a nuclear attack on the whole field of retailing. They fancy themselves the pioneers of retailing and they think that the so-called traditional (or old-line, as they call it) department store is a doddering old dodo."

Mr. Thompson reminded his listeners that department stores had faced other retailing innovations, including house-to-house selling, supermarkets, and mail-order chains. They will "live through this one and be better for it," he predicted, and then be set for the next new development when it appears.

■ Discount stores, by making shopping "a dramatic, exciting event," have proved to be the "cathartic of retailing," Mr. Masters said.

He said discount operations have reserved to the public "the freedom to choose whether it wants to pay extra for such services as salespeople, delivery, credit and the rest of it—stylists, vps and paper shufflers."

Mr. Masters contended that too many traditional mass retailers have retreated to luxurious penthouse offices atop their department store buildings, "up to their eyeballs in paper—reports, charts, graphs, statistical tables."

■ Mr. Masters said the significant point for discounters is not how big they already are, but what the discount store is shooting for and at what rate of speed. In 10 years, from 1930 to 1940, he said, by way of comparison, supermarkets took over one-third of the total food store volume. In five years, Mr. Masters pointed out, discount stores have captured over one-third of the non-food volume of all the department and specialty stores. "The discount store is taking over twice as fast as the supermarket," he said.

Today, Mr. Masters said, supermarkets control 72% of all grocery store sales, or $32.4 billion out of a $45 billion market.

Target area for the discount house, he stated, is half of the total general retail sales volume of non-foods, foods and drugs, which amounts to about $100 billion.

This figure does not include three other potential discount areas—gasoline, automobiles and boats—he pointed out. Some discount stores are now operating gasoline pumps, and some stores in California have been selling Chevrolets, Mr. Masters said. The pleasure-marine market is $2.7 billion a year now "and growing fast."

Thus, he said, the potential for the discount store adds up to nearly $143 billion. Present discount store sales were estimated to be between $4 billion and $5 billion a year.

■ Charles Miller, sales promotion director of Grand Way discount stores, said his company abandoned all comparative pricing ads about a year ago, "and it hasn't hurt our business one bit."

Mr. Miller said direct mail circulars have a greater pulling power than newspaper ads, but Grand Way only scheduled eight mailings last year because of the expense and difficulty of "peaking" stocks. Mr. Miller disclosed that 75% of the chain's advertising budget went for newspaper advertising, 15% for circulars, 8% for radio, and 2%-3% for outdoor advertising and tv. #

RAB Reorganizes Member Service Unit

Radio Advertising Bureau, New York, has divided its member service department into two units. One division, which will retain the name of member service, will handle all individual member requests, will make arrangements for sales clinics and management conferences, and will merge the functions of the tape division and the department store radio advertising seminars. This unit will be handled by Robert Nietman, who for the past year has worked on the tape division and department store seminars.

Field contact work with members, formerly included under the member service name, now will operate as a separate department called member development. Patrick E. Rheaume will be director of member development, and M. S. (Doc) Fidler will be manager—titles they held with the old member service unit.

WSB-TV is proud to be ONE of the three!

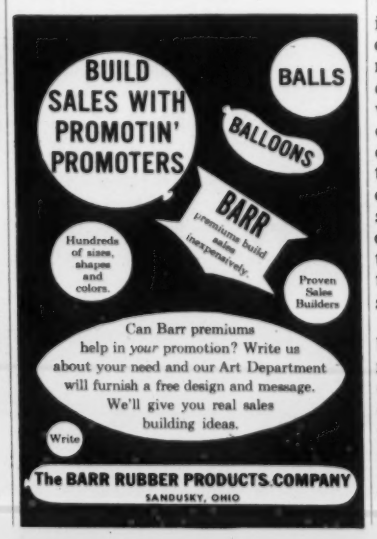
Ray Moore, news director, and Dick Goss, cameraman, show RTNDA Award to Marcus Bartlett, WSB-TV general manager.

Forty of the nation's finest television stations entered the 14th annual competition of the Radio Television News Directors Association. Three awards were made: WDSU-TV, New Orleans, for "On-the-Spot Reporting"; WNBC-TV, New York, for "Community Affairs"; and WSB-TV, Atlanta, for "Editorializing." All three were recognized for distinquished achievement in broadcast journalism. The award made to WSB-TV was based on a program produced last year, "Desegregation: New Orleans." This was one of a series of programs that, over a period of a year, helped pave the way to peaceful integration of public schools in Atlanta. This type of programming is traditional at WSB-TV.

CHANNEL 2 wsb-tv ATLANTA

Represented by Edward Petry & Co. Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.


BUILD SALES WITH PROMOTIN' PROMOTERS
BALLS
BALLOONS
BARR premiums build sales inexpensively.
Hundreds of sizes, shapes and colors.
Proven Sales Builders
Can Barr premiums help in your promotion? Write us about your need and our Art Department will furnish a free design and message. We'll give you real sales building ideas.
Write
The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO

LONG LASTING—*Ronson, Woodbridge, N.J., will emphasize the long-lasting aspect of the butane gas fuel in its Varaflame lighters in b&w pages in Look, Reader's Digest and Sunday supplements. Doyle Dane Bernbach Inc. is the agency.*

Antiquary Scotch Tests Dailies for Soft-Sell Approach

NEW YORK, Nov. 14—How can people ask for Antiquary scotch when they can't even pronounce it!

That's one of the themes of a fall newspaper test campaign for the brand launched in five markets late last month and scheduled to run through December. Ads will run about once weekly in the *San Francisco Chronicle, Sacramento Bee, Los Angeles Times, Albany Times-Union* and *Knickerbocker News*, and *Nashville Tennessean & Banner*.

Keynote of the test is the "negative sell" of the ads, a break from the brand's quality magazine series that has been running for about a year in *Esquire, The New Yorker*, the *New York Times Magazine* and *Playboy*.

The regular magazine campaign, which continues, features cartoon characters by artist Toni Ungerer spoofing advertising testimonials. Examples: An athletic type balanced on one hand illustrates the claim, "Gentlemen without parallel prefer the Antiquary." Another, playing croquet, points up another assertion: "Active sportsmen prefer the Antiquary."

■ In the new test, Antiquary is being presented as the scotch that has "everything against it." Chester Gore Co., agency for the importer, Carillon Importers, said the test is designed to find whether the same kind of sophisticated audience included in quality magazine readership can be reached through newspapers, and whether this can be done with a similar offbeat approach.

The new 240 and 95-line ads point out that Antiquary has a difficult name and little reputation, is expensive and hard to find: "Honestly, have you ever heard of Antiquary?"

Only after this modest self-deprecation do the ads concede that the brand has one thing in its favor—"It actually tastes good." #

'Evaluation Engineering' to Bow

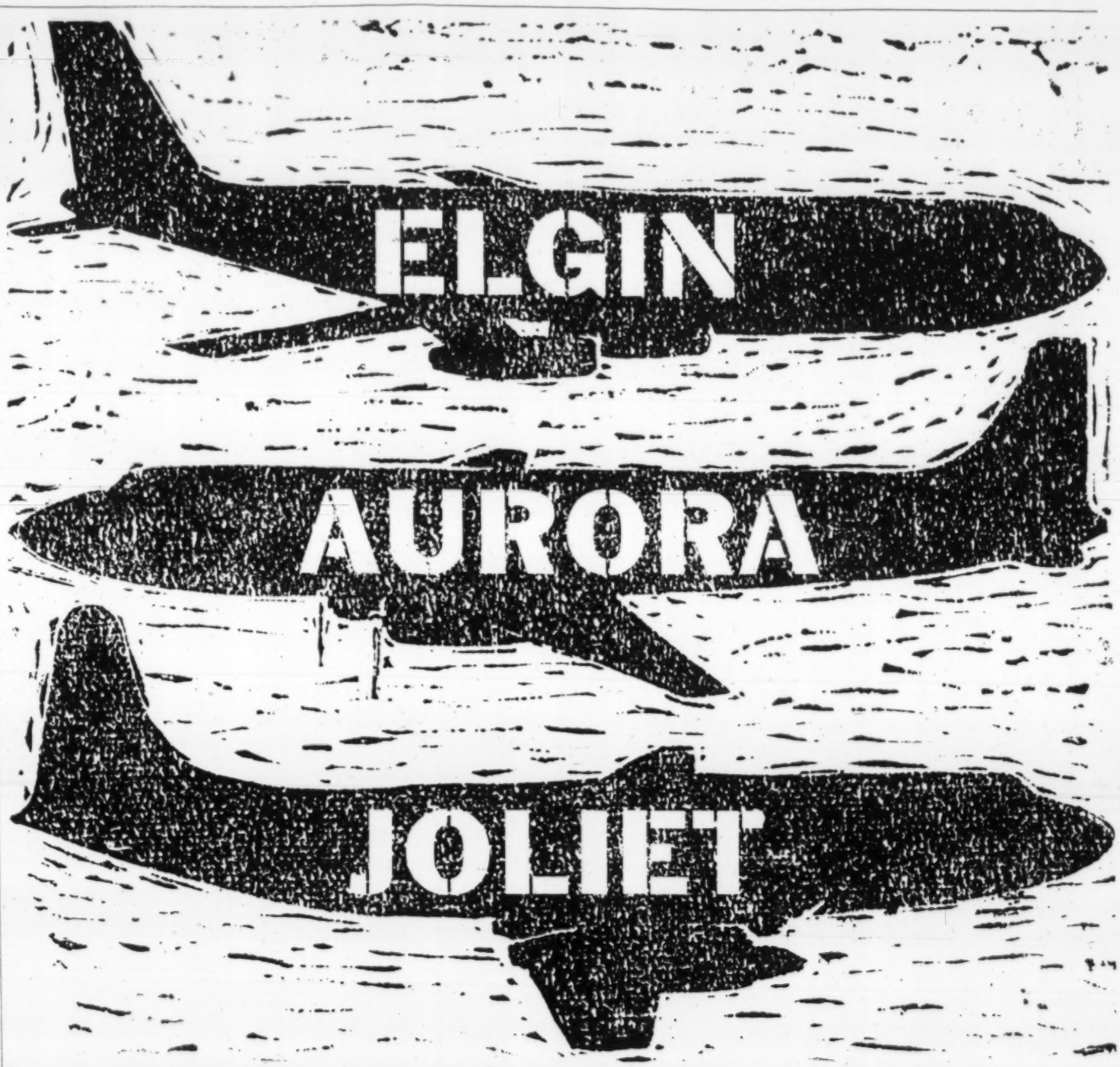
A. Verner Nelson Associates, Chicago, will launch *Evaluation Engineering*, a bi-monthly trade magazine aimed at the electronics and allied industries, in March, 1962, with a special IRE issue. Mr. Nelson, editor and publisher, was formerly chief editor of *Electrical/Electronic Procurement*. Initial controlled circulation will be 10,000. Rates for a one-time b&w page will be $575.

Papert, Koenig Adds Two

David P. Hotz, formerly a vp and account supervisor of Benton & Bowles, has joined Papert, Koenig, Lois, New York, as account supervisor on Pharmacraft Laboratories. Harriet Olguin, formerly a copywriter with Daniel & Charles, has joined Papert's copy staff.

Prakken Names Carpenter

Prakken Publications, Ann Arbor, Mich., has appointed Roy A. Carpenter advertising sales manager, a new post. Mr. Carpenter was formerly sales promotion manager and advertising manager of Argus Cameras, Ann Arbor, division of Sylvania Electric Products.



NORTHERN ILLINOIS MARKET ON THE MOVE!

By plane and train, by seaway and tollway, Northern Illinois is a Market on the Move — growing and going places fast. Elgin, Aurora, and Joliet are trading centers for this seven-county growth area zooming outward from Chicago. Dominant daily newspapers for the entire market are the *Elgin Courier-News, Aurora Beacon-News, Joliet Herald-News*. When you buy all three you save 9½ cents a line.

THE BIG 3 MARKET SOLD BY THE COPLEY BIG 3 NEWSPAPERS

ELGIN COURIER-NEWS | AURORA BEACON-NEWS | JOLIET HERALD-NEWS

BUY ALL 3 OF THE BIG 3 AND SAVE 9½ CENTS A LINE

"THE RING OF TRUTH" Copley Newspapers

15 Hometown Daily Newspapers covering Northern Illinois — Springfield, Illinois — San Diego, California — and Greater Los Angeles. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

Ladyk

Ben Casey, M.D., now TV's big

If so many feminine hearts flutter so much faster on Monday nights, it's because Monday's the night Dr. Casey makes his house calls.

This understandably excessive palpitation is cardiographed in TV Q's latest popularity report.* It shows that Ben Casey (starring Vincent Edwards) now outranks all other shows with the ladies.

The program swings with men, too.

*Source: National TV Q Scores, mid-October, 1961 report. †Nielsen 24 Market TV

ykiller.

's biggest attraction with women

test
sey
nks
too.

TV Q's report also rates it best-liked of all shows—with everyone from 18 to 50.

Speaking of ratings, the latest Nielsen† gives Ben Casey the highest score for all Monday night programs. And speaking of Monday, it's now another ABC night.

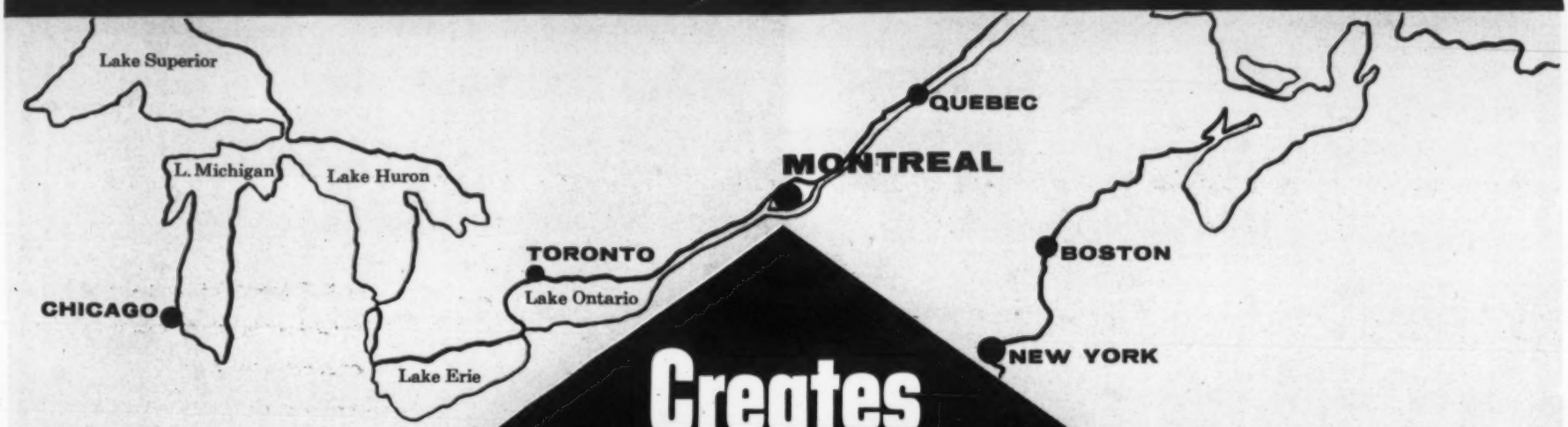
There sure is a doctor in the house.

ABC Television

Market TV Report. Average Audience, week ending Oct. 29, 1961, Monday, 7:30 to 11 PM.

le nouveau journal

LE QUOTIDIEN NATIONAL DU CANADA FRANCAIS



Creates new media picture in Montreal North America's sixth largest city

Wise advertisers cannot afford to ignore new French-language evening daily

Montreal is far more than a major North American market — it is also the second largest French-speaking city in the world. This creates an unique infusion of age-old Gallic charm and modern North American dynamism — a combination that results in a bustling, essentially French-speaking market. Throughout the Province of Quebec, the French-Canadian population is in the process of re-emergence, and to spear-head this changing mood a new evening daily has entered the Montreal scene.

This excitingly perceptive paper reflects the new Quebec spirit and speaks with a sophisticated voice to, and for, the vast number of French-Canadians interested in the evolution of their Province. The acceptance of LE NOUVEAU JOURNAL proves the need for its inclusion in any advertising plan designed to reach the ever-increasing French-Canadian market.

COVERAGE: Metropolitan Montreal market plus overflow to many other areas. LE NOUVEAU JOURNAL will be pleased to forward further information on request.

le nouveau journal

LE QUOTIDIEN NATIONAL DU CANADA FRANCAIS

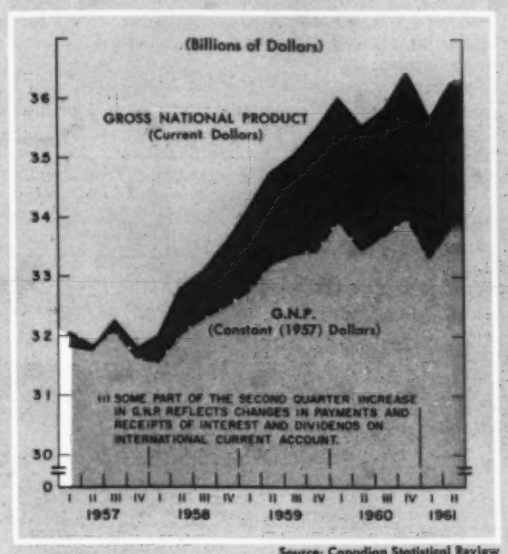
MONTREAL OFFICE Georges Robitaille, Director of Advertising
980 St. Antoine St., Montreal, Que., Canada
Tel. UN 6-4781

TORONTO OFFICE Basil Brown, Manager
Suite 1315 Carlton Towers, 2 Carlton St., Toronto, Ont., Canada
Tel. 366-1789

Advertising Age | Canadian Market Section

THE NATIONAL NEWSPAPER OF MARKETING

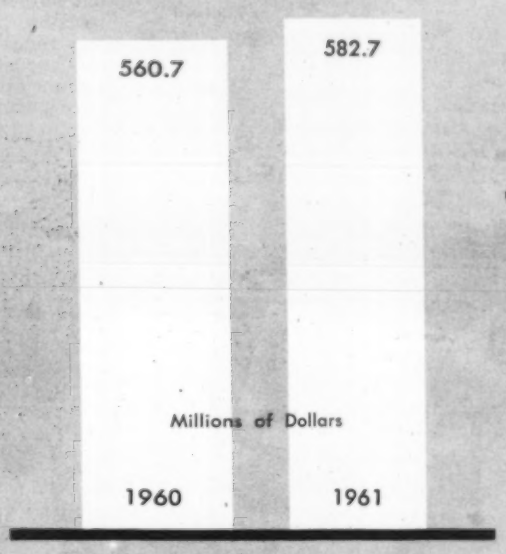
Canada's Economy Bounces Back...



Source: Canadian Statistical Review

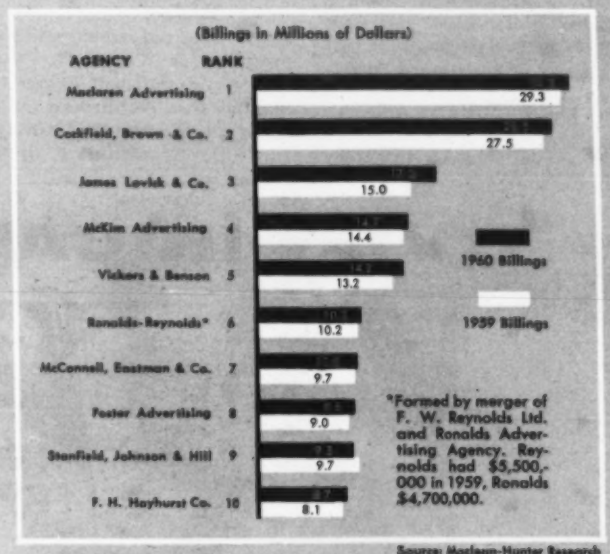
STRENGTHENED—*After boom in 1958-59, unevenness in 1960 and early '61, Canada's GNP resumed upward trend in second quarter of 1961.*

As Ad Volume Rises...



GOING UP—*Gross advertising revenues in all Canadian media will rise 4% to $582,700,000 in 1961.*

And Top Ten Agencies Show Gains


(Billings in Millions of Dollars)
AGENCY
RANK
Maclaren Advertising 1 29.3
Cockfield, Brown & Co. 2 27.5
James Lovick & Co. 3 15.0
McKim Advertising 4 14.4
Vickers & Benson 5 13.2
Ronalds-Reynolds* 6 10.2
McConnell, Eastman & Co. 7 9.7
Foster Advertising 8 9.0
Stanfield, Johnson & Hill 9 9.7
F. H. Hayhurst Co. 10 8.1
1960 Billings
1959 Billings
*Formed by merger of F. W. Reynolds Ltd. and Ronalds Advertising Agency. Reynolds had $5,500,000 in 1959, Ronalds $4,700,000.

Source: Maclean-Hunter Research

LEADERS—*Figures are AA estimates, excluding U.S.-based agencies like J. Walter Thompson Co., $15,000,000; Young & Rubicam, $11,000,000; McCann-Erickson, $9,000,000.*

Growing...

Canadian Media to Reap Record Gross in 1961

Predict $582,700,000 Total; TV, Newspapers Make Biggest Gains

TORONTO, Nov. 16—Net advertising revenues of Canada's media are expected to reach a new high of $540,700,000 this year, compared with $520,593,000 in 1960.

Gross revenues will rise to a record $582,700,000, a 4% increase over 1960's estimated $560,689,000.

Among periodicals, estimated to be advancing to $302,700,000 this year from $295,155,000 in 1960, the gain is almost exclusively credited to daily newspapers.

■ General magazines, which gained in 1960, are expected to taper off slightly because of the slowdown in the economy early in 1961 and because of "the uncertain position

(Continued on Page 74)

It's No Boom, but Recent Losses Have Been 'Fully Recovered,' Canadians Maintain

OTTAWA, Nov. 15—A mid-September survey of some 2,000 Canadians indicated that consumers were more optimistic than for some time in the past, but still a mite careful about committing themselves to major purchases.

The findings, uncovered by Gruneau Research for Maclean-Hunter and published last month in the *Financial Post*, were interpreted to mean that consumers needed more concrete reassurance about the country's economic upswing before parting with their savings. The *Post* saw the situation as an advertising opportunity; its subhead said, "Now's the time to throw consumer sales pitch."

And that might be just about the size of it. The government has noted an "upward trend" in the production of goods and services in the 1961 second quarter, with the gross national product rising nearly 2% over the first quarter.

■ There were signs of rising consumer confidence. Consumer spending during the first half of the year was 4% above the comparable 1960 period. Spending in the second quarter was at an annual rate of $24.2 billion, with much of the increase accounted for by purchases of automobiles.

Business men, too, were beginning to talk confidently. Some spoke to ADVERTISING AGE of the "early hesitant recovery" this year that "has resolved itself into a moderate but steady rise," of "a pattern of steady growth in the next two years" and of expectations for business expansion "throughout 1962."

Advertising men sounded optimistic. One, P. S. Milsom, president of Breithaupt, Milsom & Benson, mentioned Canada's "slow" first half. "Then retail sales picked up," he said. "The major department stores enjoyed record months in July and August. In Ontario, the levy of a 3% provincial government sales tax, effective Sept. 1—but well publicized in advance—generated a flurry of consumer buying, particularly in higher price tag items.

"This activity has continued," he reported. "September, with schools re-opening, is traditionally a good month. Manufacturers have enjoyed brisk business, replenishing depleted retail store inventories. For the first time in years, certain soft goods suppliers, such as producers of underwear and hosiery, found themselves out of stock and unable to ship customers' requirements."

■ Altogether, the economic picture seemed to be more closely in focus with 1959 than with 1960. In the earlier year, Canada was in the middle of a moderate boom. In 1960, deterioration set in: The gross national product started slumping, unemployment was up, corporate profits were off, business failures increased. But AD-

(Continued on Page 70)

MERGER MESSAGE—*Painted bulletins pushed merger of the Canadian Bank of Commerce and Imperial Bank of Canada with "CI" symbol. Initial board was headed "Under One Roof," later only the "roof" was retained. MacLaren Advertising Co. is the agency.*

More for the 'Lean and Hungry' in 1961-62...

5% Billings Hike Seen by Canadian Agencies

'Reasonable Prosperity' Predicted, but Costs Are Up, Profits Down

By James V. O'Gara

TORONTO, Nov. 17—Canada's advertising men seem generally agreed now that the nation's economy is "strengthening," and they look for economic growth next year, with one adman predicting 1962 will be rewarding "for the lean and hungry."

They are likewise sanguine about the ability of Canadian advertising volume to continue increasing. "We are optimistic about 1962," said one agency man. "Our clients, in their planning for the spring, at least, have done so boldly. The 'stop complaining, start competing' theme is gaining ground."

Maclean-Hunter research, on the basis of the best available reports, has indicated a gross advertising revenue figure for all media this year of $582,700,000. This would represent an advance of more than $85,000,000 over the 1958 level, and about $22,000,000 better than the estimated 1960 total.

Individual Canadian agencies report 1961 billings to be anywhere from 5% off 1960 totals to 12% ahead of them. Averaging replies, it would appear that agencies generally should end this year with billings about 4% or 5% above 1960 levels.

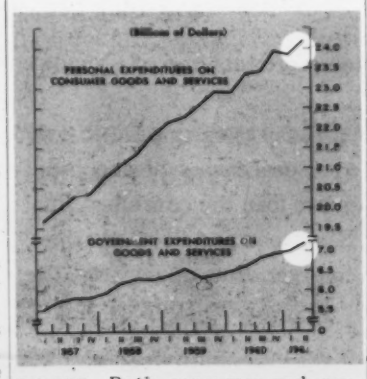
In addition, advance figures from the Dominion Bureau of Statistics indicate that 1960 billings of Canada's advertising agencies leaped nearly 8% over 1959. DBS put last year's total at $273,813,872, compared with a 1959 figure of $254,145,919.

■ Last year at this time, ADVERTISING AGE found admen cautiously anticipating a billings advance on the order of 2.5%. Some pointed out that 1959 billings represented a 6.9% advance over 1958's total of $237,654,038 and that it was unlikely, in the face of multiplying indications that the economy was having trouble, to expect 1960 bill-

(Continued on Next Page)

Expenditures on Goods and Services Rise in Quarter

(Billions of Dollars)



ON RISE—*Both consumer and government expenditures for goods and services rose sharply in Canada's second quarter, brightening the outlook.*

Billings . . .

(Continued from Page 63)

ings to increase at such a rate. But the apparent fact is that they did.

In asking agency predictions for 1962 billing totals, AA was told:

- "We expect a satisfactory increase . . . perhaps 8% . . ."
- "Growth . . . approximately 8%."
- "Above 1961."
- "Over-all advertising expenditures should be from 5% to 6% above 1961."
- "We feel that 1962 will not be too different from 1961."
- "We forecast that total agency billings in 1962 will be at least 10% above 1961."
- "There is little doubt but that advertising dollars will grow—if only from increased costs."
- "I believe advertising will expand in 1962 at least 5%, and perhaps 10%."

■ Many admen told AA that they had noted "recovery" signs in the second half that signaled an end to a "mild recession," and one of them predicted the surge "should carry the Canadian economy to a reasonable state of prosperity and a higher level of employment during the remaining months of 1961 and throughout most of 1962."

Dinsdale Danforth Whitehead

AMITY—*Original cover painting for The Saturday Evening Post is presented to Walter G. Dinsdale, Canadian minister of northern affairs and national resources, and L. B. Whitehead, president of Brandon Sun Publishing Co., Brandon, Man., by J. Davis Danforth, vp of the Curtis Publishing Co. Painting shows custom station "formalities" at Montana-Alberta boundary.*

Ad Increases Coming

Increases in advertising expenditures in Canada in 1962, if they come, will be influenced by the impact of five factors, according to J. E. H. Lovick, president of James Lovick & Co.:

1. "The new developments in dehydrated foods and the processing and sealing of foods without freezing, has resulted in a whole new range of food products which will provide fierce competition for present products on the supermarket shelves.

2. "Until two years ago, a virtual monopoly of the cigaret market in Canada by two firms kept advertising expenditures to a minimum. New plants, financed by English, Belgian and U.S. cigaret manufacturers have resulted in over 85 brands competing for the loyalty of Canadian smokers. The race has just begun.

3. "Ethical drug manufacturers have found a new volume source of sales for products which were originally developed for the ethical field, triggered by such products as Metrecal, Nutrament and Medi-Quik. Additional products will be introduced and advertised for purchase in drug and grocery stores by a health-conscious public.

4. "Relaxation of liquor and beer advertising regulations in Ontario and the possibility of other provinces adopting more liberal codes, have resulted in higher advertising budgets, especially among breweries.

5. "The corporations which have bought up unrelated products manufacturers to form large and diversified industrial complexes have created a new source of advertising dollars, in order to develop and improve their corporate images in the eyes of the public. Although this new source cannot match the other areas mentioned, it must now be considered a semi-major area of business development for Canadian advertising agencies."

How Canadian Media Divide Net Ad Revenues

1946-1961

Year	% Periodicals	% Other Print	% Radio	% TV	% Outdoor
1946	57.1	24.8	12.5	—	5.6
1947	57.6	25.3	11.6	—	5.5
1948	57.1	26.2	11.0	—	5.7
1949	58.3	25.7	10.4	—	5.6
1950	57.4	26.3	10.5	—	5.8
1951	57.8	26.0	10.4	—	5.8
1952	58.2	26.1	9.9	0.1	5.7
1953	58.4	25.0	9.5	1.7	5.4
1954	57.9	24.9	9.4	2.6	5.2
1955	57.4	24.8	9.1	3.6	5.1
1956	58.1	24.0	8.2	4.9	4.8
1957	57.2	24.2	8.7	5.1	4.8
1958	56.8	23.4	8.8	6.0	5.0
1959	56.8	22.3	9.1	6.7	5.1
1960	56.7	22.2	9.1	6.9	5.1
*1961	56.0	22.2	9.2	7.6	5.0

*Estimated
Source: Maclean-Hunter Research

■ While Trevor G. Goodman, vp and managing director of Young & Rubicam here, called the growth of consumer expenditures so far in 1961 disappointing, what with retail sales rising less than 1% in the first seven months, he said "the stage is set for a considerable pickup." He indicated he looked for a "sizable increase" in consumer expenditures throughout 1962 because of (1) rising personal disposable income, (2) adequate volume of personal savings and (3) expanding consumer credit.

"Advertising expenditures during the expected upswing in 1962," he said, "should increase in the order of 4% to 5%. The stage is set for increased consumer expenditures, and advertising will have an important part to play. The major part of the increase should come from the companies producing consumer durables, since sales of these commodities have been lagging behind sales of other types of consumer goods and services."

■ James M. Reeve, president of McCann-Erickson (Canada), looks for "total agency billings in 1962 to be at least 10% above 1961." He said the bullish expectation is "based in part on a review of ad

(Continued on Page 66)

TODAY IN CANADA

253,547 people* will read THE EDMONTON JOURNAL

will they get your sales message?

Right now, Edmonton represents one of Canada's wealthiest markets!

They spend big here. Retail sales amount to over $415,200,000 out of a personal disposable income of over $507,800,000—more than the combined total of Sarnia, Sudbury, Saskatoon and St. Catharines.

To sell this lush market, you must use The Edmonton Journal—the city's strongest selling medium and the only one that reaches all of the metropolitan area day in and day out!

Circulation 108,562 A.B.C. September 30, 1960

*15 years of age and over

You get action when you advertise in
THE EDMONTON JOURNAL
A Southam Newspaper

The Southam Newspapers are:

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR
THE WINNIPEG TRIBUNE
THE CALGARY HERALD
THE NORTH BAY NUGGET
THE EDMONTON JOURNAL
THE MEDICINE HAT NEWS
THE VANCOUVER PROVINCE
(Published for Pacific Press Ltd.)

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

"We're Taking a Full Page in Ad Age"

". . . and we want to make the most of the space. This copy contains the main points we want to put across but let's remember that a lot of Ad Age readers probably don't know too much about our city. So let's emphasize the importance of Montreal, what a big market it is and how it is booming right now. I like your points about The Star's unmatched coverage of English Montreal and that we're the largest English paper in Canada's largest city. These other facts from Media Records certainly should be included to emphasize that The Star led all six-day evening papers in North America in General and Classified linage for the first half of 1961. Glad you mentioned color here because The Star's color facilities can match those of any paper in the country . . . I think this ad will tell our story very well. Let's get it ready."

Write us, or contact your nearest O'Mara and Ormsbee representative, for a free copy of "Facts about The Montreal Star and the Montreal market."

The Montreal Star

245 St. James Street West, Montreal, Canada.

Represented nationally by O'Mara & Ormsbee Inc.,
New York, Chicago, Detroit, San Francisco, Los Angeles.

Billings . . .

(Continued from Page 64)

billings in Canada since 1948, a review which shows that billings have increased at a remarkably constant rate for the past 12 years."

"This growth pattern," said Mr. Reeve, "has been remarkably insensitive to minor fluctuations in the business cycle. Annual increases have never fallen below 10%, and have never risen above 12%, so we regard our forecast of 10% as being most conservative. Implicit in our forecast, however, is the underlying assumption that general business activity in 1962 will be at a healthy level."

■ Mr. Reeve noted several other factors that "should be taken into account" in any forecast on the state of advertising in 1962. He cited "the rapidly increasing number of private television stations in Canada, particularly those in major markets which almost certainly have the effect of increasing total television advertising expenditures."

Another factor, he said, is "the relative immaturity of the industry in Canada compared with the U.S. Working from the standard 1-to-10 ratio of population, we find that advertising billings in Canada are remarkably low, at approximately 3% of U.S. billings. So there is an underlying growth factor at work here which must affect any forecast."

In a sense, added Mr. Reeve, "the Canadian advertising industry is in its infancy and the normal process of maturation provides a built-in growth factor."

Market Expansion Aim

W. R. Baker, president of Baker Advertising, who predicted a billings growth of about 8% for his agency in the coming 12 months, said he would "hesitate to make the forecast for agencies generally," but added his belief "that, in considering the comments on the health of the Canadian economy and its trend, advertising programs generally over the next 12 months will be on the upward side, with heavy pressure continuing among business at large to use advertising to generate market expansion for their own products."

Allan J. Scott, formerly a Maclaren Advertising vp and now general manager and principal stockholder of Ultravite Laboratories, an operation in the health and beauty aids field, said 1962 growth in advertising—which he believed might go as high as 10%—would come from food, general retailing and luxury items, with appliances and white goods coming out of a long static period. He said he also expected momentum to come from "wartime babies setting up their own homes, and as wartime appliances need replacing."

In the area of problems facing the agency business generally, Mr. Baker said he anticipated "extremely keen" competition in 1962 and that there was "going to be a considerable premium in advertising agencies on stable organizations in depth, with the experience to advise clients on their growing problems and the courage to stick to proven principles of marketing and advertising."

He added that the general situation would likely bring "increasing emphasis on the function of general management in all agencies, as the business gets more intense and involved."

■ R. G. Spence, marketing director of Lever Bros., expressed hope that the growth of advertising appropriations—a development he indicated he expected—would be paralleled by advertising "efficiency."

"One of our biggest problems,"

How Canadian Magazine

January to

Classification	Canadian Homes		Chatelaine		Chatelaine La Revue Moderne		Chatelaine and Chat.-La Rev. Mod. TOTAL		La Revue Populaire		Le Samedi		Liberty		Maclean's Magazine	
	Lines	$	Lines	$	Lines	$	Lines	$	Lines	$	Lines	$	Lines	$	Lines	$
Automotive Industry	9,889	38,636	-	-	-	-	-	-	-	-	15,994	20,630	7,937	74,729	38,399	262,189
Building Materials & Equipment	33,022	135,152	9,384	84,810	4,250	9,271	13,634	94,081	3,310	8,210	5,511	8,640	143	1,080	27,543	208,221
Cigars, Cigarettes & Tobacco	1,122	3,924	1,721	16,160	1,721	4,031	3,442	20,191	1,041	2,175	429	760	2,541	23,564	6,659	50,135
Clothing & Dry Goods	5,013	20,880	26,653	238,394	28,653	55,432	55,306	293,826	5,566	13,480	-	-	787	5,880	3,667	25,677
Confectionery & Soft Drinks	-	-	2,720	26,200	2,720	5,240	5,440	31,440	-	-	2,800	3,820	6,864	92,403	14,280	118,659
Drugs & Toilet Goods	4,361	15,453	78,950	741,055	46,511	88,309	125,461	829,364	22,626	45,283	508	497	7,171	69,194	10,783	67,772
Financial & Insurance	2,388	11,205	5,448	48,120	4,509	8,250	9,957	56,370	3,243	6,895	5,863	7,033	4,902	42,275	43,498	281,528
Food & Food Beverages	765	2,790	137,137	1,413,877	90,730	195,456	227,867	1,609,333	18,025	39,150	-	-	715	5,400	10,212	75,751
Garden & Field	9,784	39,778	4,688	51,415	70	109	4,758	51,524	-	-	-	-	-	-	4,423	35,190
House Furniture & Furnishings	27,209	101,305	32,661	309,039	31,620	60,537	64,281	369,576	10,845	20,825	-	-	-	-	9,026	57,742
Jewellery, Silverware & China	9,350	35,240	6,903	62,161	5,780	9,820	12,683	71,981	2,764	5,110	2,275	2,170	429	4,960	3,400	18,060
Lubricants, Petroleum Products & Fuel	-	-	224	1,714	224	346	448	2,060	-	-	2,240	2,860	223	1,791	26,843	199,058
Machinery, Farm Equipt. & Industrial Supplies	2,040	10,890	2,720	26,045	2,040	4,433	4,760	30,478	700	1,450	3,500	3,980	858	9,920	13,616	93,692
Office Equipment	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4,452	39,269
Paints & Hardware	4,190	16,971	3,456	32,110	3,037	5,880	6,493	37,990	1,287	1,995	-	-	-	-	2,411	13,864
Radios, TV, Phonographs & Musical Instruments	2,388	10,515	680	7,535	1,530	3,475	2,210	11,010	1,256	1,948	2,100	2,100	858	6,480	8,330	44,005
Schools & Correspondence Courses	300	1,186	-	-	-	-	-	-	-	-	57	57	429	3,155	405	2,313
Shoes & Leather Goods	-	-	2,751	24,723	2,492	4,391	5,243	29,114	112	172	168	168	112	900	3,832	26,096
Soaps & Housekeepers' Supplies	401	1,481	14,376	142,410	6,358	13,001	20,734	155,411	1,400	3,640	-	-	-	-	-	-
Sporting Goods	1,190	4,575	-	-	-	-	-	-	2,133	4,401	4,662	6,493	1,335	14,358	11,289	83,387
Stationery & Publishers	1,785	7,400	6,426	59,461	2,594	5,064	9,020	64,525	2,100	4,350	700	1,280	429	4,065	8,446	57,183
Travel & Hotels	17,815	72,274	9,093	86,092	6,345	13,178	15,438	99,270	3,135	6,974	4,422	6,048	6,136	50,433	40,027	279,324
Alcoholic Beverages	16,344	75,608	-	-	-	-	-	-	3,168	4,660	9,995	12,943	28,824	316,279	66,701	503,153
Government	1,384	4,294	1,797	13,026	1,615	2,355	3,412	15,381	2,196	3,334	1,854	1,784	1,682	12,725	5,188	36,250
Chemicals & Plastics	-	-	1,360	9,765	-	-	1,360	9,765	-	-	-	-	-	-	8,516	69,021
Aircraft Industry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amusements	-	-	-	-	-	-	-	-	-	-	-	-	215	1,645	340	1,835
Charitable Organizations & Appeals	1,205	4,545	1,375	10,179	85	125	1,460	10,304	350	473	644	574	213	1,710	2,775	15,492
Public Services	1,284	6,180	3,246	30,359	2,040	4,500	5,286	34,859	2,100	4,350	-	-	-	-	6,618	45,522
Miscellaneous	-	-	1,218	8,818	680	1,000	1,898	9,818	-	-	-	-	143	1,080	212	1,169
Retail Stores	84	332	49	372	200	325	249	697	200	310	-	-	-	-	-	-
TOTALS	153,313	620,614	355,036	3,443,840	245,804	494,528	600,840	3,938,368	87,557	179,185	63,722	81,837	72,946	744,026	381,891	2,711,557
Number of Pages	225		522		361		883		125		91		170		562	

* LE MAGAZINE MACLEAN started publication March, 1961.

Source: Magazine Advertising Bureau of Canada

TOP PEOPLE TAKE THE POST

Many successful advertisers (nearly 800) find that . . . to sell Canada's top people . . . they get excellent results by advertising regularly in Canada's top publication for management:

The Financial Post

481 University Avenue, Toronto 2

West Coast representatives in the United States: Duncan Scott & Co., San Francisco and Los Angeles.

A MACLEAN-HUNTER PUBLICATION

**In the first six months of this year, FP carried more advertising linage than any other weekly publication in North America.*

CANADA a market of over 18 Million customers!

LONDON, ONTARIO Canada's No. 1 Test Market!

How do Canadian consumers act? How do they react? Can they be reached like United States consumers? Do they have the same likes and dislikes? London with Western Ontario answers the questions! The industry is diversified, as it is in all Canada! Agriculture plays a major part in its make-up as it does across the country! The people have money to spend as do most Canadians! London, strategically located between Buffalo, N. Y. and Detroit, Mich., provides the answers in "Capsule Canada". Capture every inch of it; sell your story in the most important test area in the nation!

The London Free Press

Western Ontario's Foremost Newspaper

Circulation 108,195 A.B.C. Publisher's Statement 6 Months Ending September 30, 1961.

Write Chas. G. Fenn, Advertising Mgr.

Advertising Fared in 1961

September

*Le Magazine Maclean		Maclean's Magazine and Le Magazine Maclean TOTAL		Reader's Digest Combined Issue		Reader's Digest English Only		Reader's Digest French Only		Reader's Digest TOTAL		Saturday Night		Time		TOTALS	
Lines	$	Lines	$	Lines	$	Lines	$	Lines	$	Lines	$	Lines	$	Lines	$	Lines	$
18,684	29,838	57,083	292,027	8,372	204,139	-	-	728	4,120	9,100	208,259	5,880	15,804	39,060	259,561	184,943	909,646
17,208	29,394	44,751	237,615	4,004	101,192	1,820	16,875	819	5,150	6,643	123,217	3,500	7,294	29,050	163,964	139,564	779,253
3,285	6,422	9,944	56,557	-	-	-	-	-	-	-	-	4,340	11,738	15,890	103,171	38,749	222,080
1,070	1,455	4,737	27,132	2,639	69,294	182	3,588	728	3,808	3,549	76,690	2,448	4,592	14,420	86,368	91,826	528,848
-	-	14,280	118,659	5,187	155,835	364	5,350	910	6,365	6,461	167,550	-	-	4,830	29,535	40,675	443,407
6,509	10,459	17,292	78,231	21,474	561,680	637	17,783	-	-	22,111	579,463	280	528	20,720	111,810	220,530	1,729,823
17,140	27,398	60,638	308,926	11,062	270,651	-	-	273	1,341	11,335	271,992	24,899	50,068	35,280	196,860	158,505	951,624
1,967	4,015	12,179	79,766	19,191	498,594	1,729	45,005	2,912	18,053	23,832	561,652	210	414	910	4,715	284,503	2,303,220
300	390	4,723	35,580	673	17,570	-	-	-	-	673	17,570	1,400	2,640	280	1,790	21,618	148,882
1,360	2,395	10,386	60,137	7,170	206,657	-	-	182	1,030	7,352	207,687	1,260	3,875	10,780	80,305	132,113	893,710
425	570	3,825	18,630	2,275	52,889	-	-	-	-	2,275	52,889	-	-	3,360	16,840	36,961	207,820
7,776	13,881	34,619	212,939	4,641	114,284	-	-	-	-	4,641	114,284	1,540	2,904	7,560	48,060	51,271	384,898
5,100	9,702	18,716	103,394	3,094	75,349	-	-	1,274	7,210	4,368	82,559	10,500	23,816	55,300	307,410	100,742	573,697
-	-	4,452	39,269	546	11,625	-	-	364	2,060	910	13,685	5,600	13,698	30,870	182,053	41,832	248,705
1,260	1,685	3,671	15,549	910	23,869	-	-	-	-	910	23,869	-	-	560	3,940	17,111	100,314
4,250	5,435	12,580	49,440	2,184	52,799	-	-	1,638	11,099	3,822	63,898	-	-	7,840	48,835	33,054	194,226
60	90	465	2,403	1,274	29,945	273	6,420	-	-	1,547	36,365	1,744	3,421	350	1,865	4,892	48,452
2,124	3,324	5,956	29,420	317	8,715	-	-	-	-	317	8,715	-	-	1,995	13,135	13,903	81,624
-	-	-	-	1,704	49,480	-	-	-	-	1,704	49,480	-	-	-	-	24,239	210,012
5,928	10,396	17,217	93,783	2,138	55,392	-	-	317	2,525	2,455	57,917	2,380	5,337	9,555	54,780	40,927	241,644
182	258	8,628	57,441	2,184	53,012	728	21,405	2,548	14,520	5,460	88,937	4,231	8,459	15,330	92,372	47,683	328,829
10,402	16,918	50,429	296,242	8,326	196,305	728	14,719	1,638	11,700	10,692	222,724	20,956	46,263	72,870	443,254	201,883	1,343,482
15,777	27,299	82,478	530,452	11,466	309,665	4,004	111,390	2,548	10,616	18,018	431,671	16,520	41,176	63,070	411,425	238,417	1,824,214
1,194	1,715	6,382	37,965	1,346	38,830	-	-	-	-	1,346	38,830	1,596	3,009	980	5,230	20,832	122,552
2,720	4,787	11,236	73,808	-	-	910	21,005	-	-	910	21,005	-	-	9,800	66,382	23,306	170,960
-	-	-	-	1,092	27,822	-	-	-	-	1,092	27,822	-	-	10,080	59,353	11,172	87,175
85	130	425	1,965	-	-	-	-	-	-	-	-	840	1,596	-	-	1,480	5,206
1,205	1,566	3,980	17,058	45	1,470	728	16,060	-	-	773	17,530	70	138	70	385	8,746	52,717
2,898	5,470	9,516	50,992	546	12,318	728	16,060	-	-	1,274	28,378	4,620	11,057	19,320	106,597	49,400	242,413
-	-	212	1,169	-	-	-	-	-	-	-	-	217	426	420	2,020	2,890	14,513
-	-	-	-	-	-	-	-	-	-	-	-	820	1,565	-	-	1,353	2,904
128,909	214,992	510,800	2,926,549	123,860	3,199,381	12,831	295,660	16,879	99,597	153,570	3,594,638	115,851	259,818	480,550	2,902,015	2,239,349	15,397,050
190		752		681		71		93		845		276		1,144		4,511	

*Le Magazine Maclean started publication in March, 1961.

he said, "will continue to be a lack of knowledge on the efficiency of advertising. This problem looms increasingly large as neither advertising budgets nor the receptive capacity of consumers' minds are completely elastic, and the need for more efficient and better advertising is becoming increasingly apparent."

Mr. Baker of Baker Advertising, said the "major problem for our agency, like most agencies, has been our desire to meet the constantly increasing need for more effective and more comprehensive advertising services—and to do this in the face of steadily increasing costs, and therefore, narrowing profit margins."

He said his agency had long been aware of the problem, and "has made it a subject for open discussion with all its clients, present and future, on the theory that both the agency's and the client's future health are dependent upon agency operations being carried out at a reasonable profit."

■ Mr. Baker ventured that clients willing to take the long-range view on the profitability of agencies "will be the ones who will, in the long run, be serviced by agencies capable of attracting, holding and applying the kind of creative brain-power which the advertising task will increasingly require."

Costs Up, Profits Down

Mr. Reeve of McCann-Erickson said that "if we had to select one major problem facing our company, we would have to cite speedily rising costs and unduly low profit margins." J. E. McConnell, president of McConnell, Eastman & Co., declared that the "main problem facing agencies in general is the increased amount of service expected from highly skilled and full-staffed departments, which has forced the profits of the in-

(Continued on Page 68)

Top Ten Canadian Agencies in Spot Placement

August, 1960, to July, 1961

TELEVISION	RADIO	TV-RADIO COMBINED
1 Young & Rubicam	1 Cockfield, Brown & Co.	1 Cockfield, Brown
2 Maclaren Advertising Co.	2 McCann-Erickson (Can.)	2 Maclaren Advertising
3 McKim Advertising	3 Maclaren Advertising Co.	3 Young & Rubicam
4 Foster Advertising	4 F. H. Hayhurst Co.	4 McKim Advertising
5 Cockfield, Brown & Co.	5 BBDO	5 Foster Advertising
6 Leo Burnett (Canada)	6 Vickers & Benson	6 Leo Burnett (Canada)
7 Spitzer & Mills	7 McKim Advertising	7 Spitzer & Mills
8 J. Walter Thompson Co.	8 Spitzer & Mills	8 F. H. Hayhurst Co.
9 Ronalds-Reynolds & Co.	9 Foster Advertising	9 McCann-Erickson
10 Baker Advertising	10 J. Walter Thompson Co.	10 J. Walter Thompson

Source: All-Canada Radio & Television. Rankings are for billings of Toronto and Montreal offices only.

6TH in retail sales in North America

MONTREAL Sold on and sold by its morning newspaper

The Gazette
Canada's Best Newspaper

WHY does LPJ produce tremendous results in LA PROVINCE DE QUEBEC ?

LE PETIT JOURNAL
Au Service du Public

LE PETIT JOURNAL
IS SOLD
EVERYWHERE!

Montreal, Québec City, Three Rivers, Sherbrooke —in every Québec Province city over 25,000 you'll find LE PETIT JOURNAL consistently delivering the highest circulation of any weekend paper, French or English. Market *quality*? Just check these facts:—Nearly half of the L P J readers own their own homes. It has the highest circulation in the 15-to-25 age group where buying patterns are formed . . . and among skilled laborers. 62% read French *only*—you can't reach them from "outside"! Whoever your best customers are, chances are good you'll find them in a responsive mood—reading this alert and progressive language publication.

FRENCH CANADA'S LEADING PUBLICATION

5460 Royalmount Ave. Montreal 9, Que.

How Net Advertising Revenue of Canadian Periodicals Has Grown

(000 Omitted)

	NEWSPAPERS								
	Dailies	National Weekends	Weeklies Semi-, Tri- Etc. & Other	General Magazines	Business Papers	Farm Publications	Telephone and City Directories	Religious, School, Etc. and Other	Total
1949	$ 71,183	$ 5,569	$ 9,548	$ 8,341	$10,082	$4,964	$ 7,273	$ 893	$117,853
1950	76,846	6,541	10,147	9,110	10,353	5,336	7,938	1,220	127,491
1951	85,283	7,267	12,335	10,237	11,407	3,929	8,573	1,702	140,733
1952	94,640	8,614	13,564	11,007	13,317	4,573	9,367	1,967	157,049
1953	109,795	9,794	15,528	12,244	15,325	5,074	10,727	2,337	180,824
1954	116,113	11,566	16,523	14,340	16,614	4,911	12,152	2,403	194,622
1955	127,331	12,502	16,306	15,725	18,336	5,960	13,741	2,573	212,474
1956	142,409	14,701	19,344	17,940	20,642	6,311	16,009	2,742	240,097
1957	146,388	15,234	19,217	18,109	22,876	6,217	18,724	2,808	249,573
1958	152,536	15,457	20,306	17,798	23,383	6,304	22,290	2,948	261,023
1959	166,316	15,357	21,900	18,514	25,183	6,751	25,873	3,059	282,953
1960*	171,690	17,110	22,420	19,765	26,410	6,490	28,070	3,200	295,155
1961*	180,000	16,000	22,500	19,400	26,200	6,300	29,000	3,300	302,700

Source: 1948-1959: D. B. S. "The Printing Trades." *1960-'61: Maclean-Hunter Research estimates.

Here's WHY *you* should advertise to Canadians in CANADIAN MAGAZINES

Read these actual comments by Canadian Businessmen about Southam-MacLean magazines and you'll see the importance of using Canadian publications to reach and sell any market in Canada.

"This journal is serving an excellent purpose for consulting engineers in Canada."
"EXECUTIVE is filling a unique place in Canadian reporting."
"Covers Canadian subjects not reviewed elsewhere."
"CANADIAN ARCHITECT is the most stimulating of all the publications we receive."
"I like the articles that cover Canadian affairs. . . . it gives a comprehensive picture of Canadian engineering. Good coverage of Canadian problems and subjects."
"I appreciate the fact that this magazine dwells specifically on Canadian transportation."
"I like CANADIAN CHEMICAL PROCESSING because it deals with Canada."
"A good publication that keeps one abreast of the Canadian chemical industry."
"The CANADIAN ARCHITECT is fulfilling a worthwhile need for Canadian architects."
"The CANADIAN ARCHITECT is improving annually and the profession in Canada need it."
"Like the large percentage of Canadian material."
"I have always felt that PETRO PROCESS ENGINEERING was an excellent Canadian magazine and comparable in many respects to the long-established U.S. magazine."
"Appreciate the fact that this magazine contains direct newsworthy items and articles, Canadian in nature."
". . . this magazine is informative, of Canadian operations and in this area we are all vitally concerned."
"Like the fact that your magazine is Canadian, dealing with Canadian problems . . ."
"Covers articles closer to line of work—especially problems encountered in Canada."
"I like very much the fact that the articles deal specifically with Canadian plants and operations."
"HOSPITAL ADMINISTRATION IN CANADA is filling a need that has existed for some time in Canada."
"Like: Local information, the fact that it is Canadian and therefore more applicable to our own situations."
"This magazine is excellent in every way, and being Canadian, much more help than many others."
"An informative "Canadian" product."
"Like: Canadian approach. Articles written by and about people we know."
"Excellent magazine giving the Canadian manufacturing story."
"CANADIAN METALWORKING is the best *Canadian* magazine serving the metal industry."
"CANADIAN CONSULTING ENGINEER in my opinion, is the best of all engineering publications available . . ."
"Like detailed Canadian slant on new developments, both business-wise and process-wise."
"Like it because of its Canadian views and Canadian oriented articles."
"Like EXECUTIVE because it is Canadian and deals with items that are of interest to Canadians."
"High Canadian content is the main reason I read EXECUTIVE . . ."
"I like CANADIAN METALWORKING because it deals with aspects of Canadian business . . ."
"Very good magazine which fills the need for a specific Canadian publication in the metals industry."
"CANADIAN METALWORKING keeps us up-to-date on what is going on in Canadian industry."
"What I like about CANADIAN METALWORKING. It is Canadian—it is practical—it is readable."

For full information on industrial marketing in Canada write or call

SOUTHAM-MACLEAN
PUBLICATIONS LIMITED
1450 DON MILLS ROAD, DON MILLS, ONTARIO, CANADA • Hickory 4-6641

PUBLISHERS OF THE FOLLOWING MAGAZINES Electrical News & Engineering, Electrical Contracting & Maintenance, Engineering and Contract Record, The Canadian Architect, Canadian Consulting Engineer, Shoe and Leather Journal, Furniture & Furnishings, Supermarket Methods, Canada Lumberman, Canadian Woodworker, Petro Process Engineering, Canadian Chemical Processing, Canadian Metalworking, Canadian Transportation, MacLean Building Guide, Electrical Equipment News, Industrial Digest, Hospital Administration in Canada, Executive, Engineering and Contract Record Directory, Chemical Buyers Guide

Divisions:
MAIL SALES
MACLEAN BUILDING REPORTS

6198

Billings . . .

(Continued from Page 67)

dustry down to approximately an average of one-half of 1% after tax."

In October, at the annual meeting of the Canadian Assn. of Advertising Agencies, the decline in agency profits was stressed by a statistical study of agency financial operations covering a ten-year period. Discussion groups of agency men came up with the suggestion that the profit problem might be subject to solution by way of a combination of measures to develop a more realistic fee structure for services provided outside regular commissions; further development of personnel training and professional standards; and attention to cost reductions in agency operations.

Donald R. McRobie, president-elect of the CAAA, said replacement of the agency commission system by a fee operation might open an era of price competition. This would be welcome, he indicated, "provided the nature of the services we render is appreciated at its true value, and provided that the function of the advertising agency is understood and respected at the professional level."

What worried Mr. McRobie, it developed, was that competition might deteriorate into a cut-rate thing, and agencies would soon find themselves operating in a "jungle."

While there was general agreement that most agencies were caught in a profit squeeze, A. G. Kershaw, managing director of Ogilvy, Benson & Mather, highlighted a parallel problem: finding talent. Mr. Goodman of Y&R said the "cost of personnel continues very high in proportion to income." He added: "Clients in a very competitive climate demand more and more. The outstanding problem is to reconcile cost of service given with income being received so that agencies are getting a fair return on all clients."

One of the major points of all this seems startingly simple: Advertising volume may grow, as indeed seems likely, but if for any reason it fails to do that, the stability of the agency business might be seriously compromised because "profit margins have been steadily declining over recent years."

■ There are other problem areas. One agency boss, who described 1961 as "a difficult year for Canadian agencies," explained:

"On the one side, increased pressure by a continued influx of U.S.-based agencies has forced the addition of staff and service departments on established Canadian shops. Although the percentage of salaries to gross billings has increased, the percentage of net profit to gross billings is still on the decline. Major advertisers seeking increased and more efficient advertising services are looking to the larger agencies, leaving the low-budget, loss-producing advertisers as the main source of revenue for the small agency. In some cases, small agencies have been backed to the wall and forced to merge, or sell out."

U.S. Influence Felt

He viewed as "another critical trend," the number of subsidiary Canadian companies of U.S. operations which have been "forced" to change their advertising accounts to U.S.-controlled agencies in Canada. "This has been done," he said, "without regard for the facilities of the U.S.-owned agency or its ability to provide the all-important intelligence on each of the five distinct Canadian markets."

Nevertheless, he felt advertising

(Continued on Page 70)

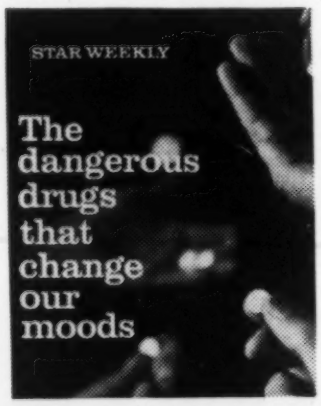
AT THIS MOMENT
IN HISTORY
WE BELIEVE THE
STAR WEEKLY
OFFERS THE GREATEST
ADVERTISING VALUE
IN CANADA!

The value of a stock varies from year to year!

A stock that was a good buy two years ago may not necessarily be a good investment today . . . or vice versa. The value of a publication to an advertiser changes from time to time too.

Let us give you a business-like appraisal of the facts on a current advertising investment worth investigating.

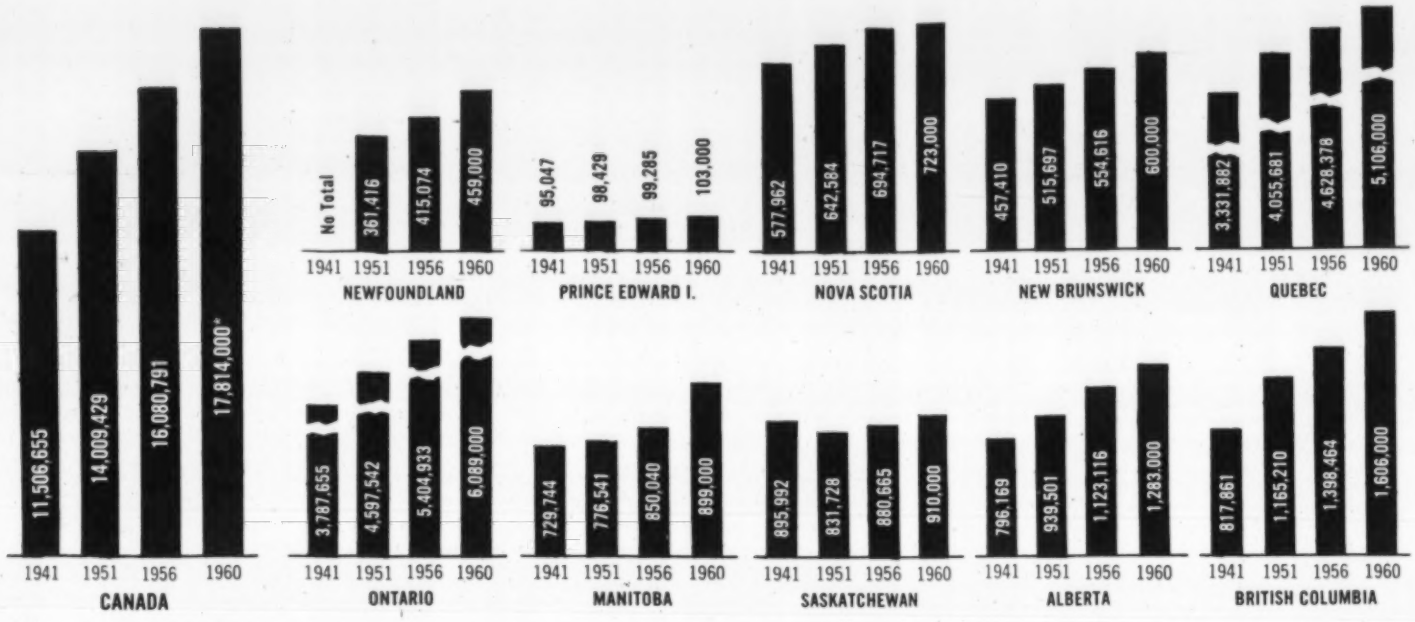
The values are there in several ways: in low cost per thousand, in practical circulation, in early delivery before the big shopping days, in fresh new ideas.



THE STAR WEEKLY

80 King Street West, Toronto, Canada
Telephone EMpire 3-2211
Montreal Advertising Office: 1255 University St.
Telephone UNiversity 6-8871

Canada's Population Growth, by Provinces: 1941-1960

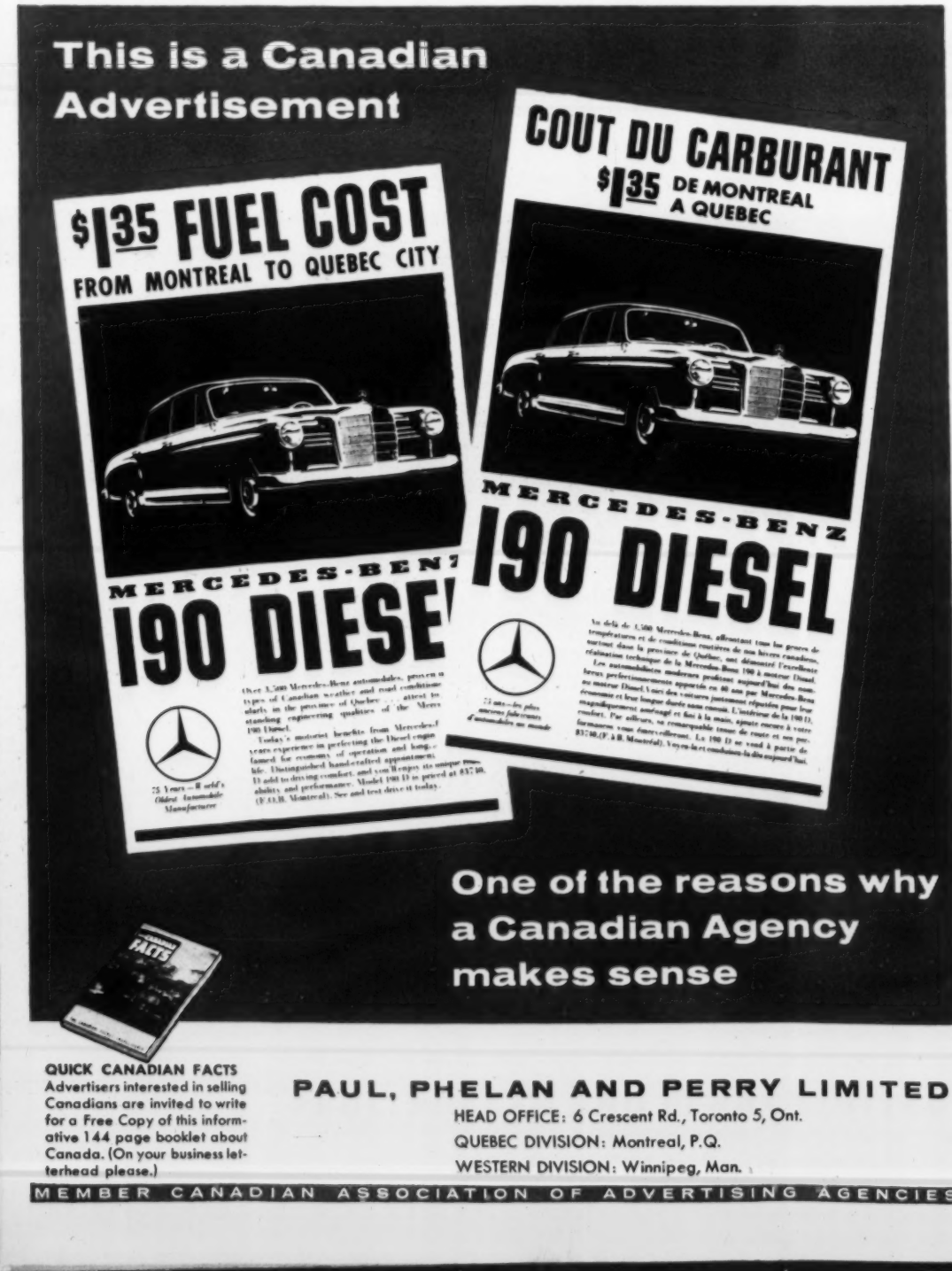


* 10.8% increase, 1956-60. Source: Dominion Bureau of Statistics

budgets were "recovering their previous levels, although some advertising dollars have been lost to the industry this year." He predicted "no sudden upward trend in 1962 billings," but he anticipated they might regain their early 1960 level "and over-all advertising expenditures should be from 5% to 6% above 1961."

In any event, problems for agencies in the approaching 12 months are unlikely to get easier. Mr. Lovick, for one, feels two steps are being forced by declining agency profits: (1) Improvement of the productivity of staffs to reduce operational costs, and (2) the finding of new sources of revenue.

"Canadian advertisers will be slow to learn and to accept the fact that the present basic 15% commission can no longer provide a reasonable profit," he said. "Services provided beyond the scope of 'normal agency service' must be charged for on a fee basis. If these unusual services continue to be used as means of barter, the situation will worsen until business failures among agencies place the bulk of advertising in fewer hands." #


This is a Canadian Advertisement
$135 FUEL COST
FROM MONTREAL TO QUEBEC CITY
MERCEDES-BENZ
190 DIESEL
COUT DU CARBURANT
$135 DE MONTREAL A QUEBEC
MERCEDES-BENZ
190 DIESEL
One of the reasons why a Canadian Agency makes sense
QUICK CANADIAN FACTS
Advertisers interested in selling Canadians are invited to write for a Free Copy of this informative 144 page booklet about Canada. (On your business letterhead please.)
PAUL, PHELAN AND PERRY LIMITED
HEAD OFFICE: 6 Crescent Rd., Toronto 5, Ont.
QUEBEC DIVISION: Montreal, P.Q.
WESTERN DIVISION: Winnipeg, Man.
MEMBER CANADIAN ASSOCIATION OF ADVERTISING AGENCIES

It's No Boom, but Canada Losses Are 'Fully Recovered'

(Continued from Page 63)

ADVERTISING AGE noted a resiliency here and in Toronto and Montreal: The impression a visitor takes away—economists and the bankers and the researchers notwithstanding—is that Canadians are confident that this will prove just another downward swing in the business cycle, that it won't last too long.

The resiliency seems still to be there. The portents look good: Corporate profits were ahead 13% in the second quarter; disposable income showed a fractional increase; consumer spending went ahead; export payments increased and imports decreased; the gross national product bounced up 2%.

Advertising men spoke to AA of their expectations for a gross national product of about $37.5 billion this year—approximately 4% ahead of 1960; and a GNP of "at least $39 billion" next year. "It is safe to say that the losses of the recent recession have by now been fully recovered," said another. "The upswing that is taking place in Canada is gradual. The statistics indicate that the economy is not heading into a boom, but the broad base of the

(Continued on Page 72)

National Weekend Newspaper Volume

Canadian Roto

(Jan.-Oct.)

	PAGES 1961	PAGES 1960
La Patrie	68.1	208.8
Perspectives	695.2	719.3
La Presse	739.2	820.8
Star Weekly	683.0	884.5
Weekend Magazine	882.6	959.2
TOTAL	3,068.1	3,592.6

	LINES 1961	LINES 1960
La Patrie	61,276	187,961
Perspectives	677,883	701,349
La Presse	665,335	738,734
Star Weekly	597,692	773,963
Weekend Magazine	860,609	935,224
TOTAL	2,862,795	3,337,231

(All but La Patrie had four issues in October, 1961, and five issues in October, 1960.)

In Canada, no other national medium reaches so many people, so consistently, so colorfully, so definitely as

Weekend MAGAZINE / AND ITS FRENCH LANGUAGE EDITION **Perspectives**

a net paid circulation every week of

2,098,000*

46% coverage of all Canadian homes

Weekend Magazine/Perspectives is published as part of the week-end editions of 39 leading newspapers from coast to coast. Represented in the U.S. by O'Mara & Ormsbee, Inc. — New York, Chicago, Detroit, San Francisco and Los Angeles.

*Effective 1962

Major Canadian Advertising Account Changes

Fiscal Year Ended Oct. 31, 1961

ACCOUNT	TO	FROM	BILLINGS (Estimated)
Automobiles Renault	Grey Advertising	Crombie Advertising	$ 500,000
Beecham Products (Macleans toothpaste)	Maclaren Advertising	McConnell, Eastman	500,000
Bristol-Myers (Ban, Ipana)	Ogilvy, Benson & Mather	Ronalds-Reynolds	———
(Bufferin, Ingram lather shave, Minit-Rub, 4-Way cold tablets)	Vickers & Benson	Ronalds-Reynolds	———
Cities Service Oil	Thornton Purkis	E. W. Reynolds	200,000
Eli Lilly (Elanco products division)	Baker Advertising	None	100,000
Ford Motor (British cars, Fordson & Ford tractors and equipment, parts and accessories, all product or institutional advertising)	Vickers & Benson	Cockfield, Brown	900,000
Fruehauf Trailer	Allman Co.	Foster Advertising	100,000
Gooderham & Worts	Ronalds-Reynolds	F. H. Hayhurst Co.	200,000
International Packers	Canadian Advertising	Bradley, Venning	———
Lever Bros. (Success line)	Cockfield, Brown	Torobin Advertising & Payeur Publicity	500,000
McCormick's	James Lovick & Co.	Spitzer, Mills & Bates	200,000
Mead Johnson of Canada	Kenyon & Eckhardt	McKim Advertising	———
Mother Parker's tea & coffee	Tandy-Richards	Crombie Advertising	150,000
Nestle (Maggi products)	Kenyon & Eckhardt	Ronalds-Reynolds	———
Noxzema Chemical Co. (shaving products)	Cockfield, Brown	Young & Rubicam	300,000
(suntan lotions, personal insect repellants)	McKim Advertising	Young & Rubicam	———
Ovaltine food products	Vickers & Benson	Leo Burnett Co.	200,000
Parker Pen Co. (Parker pens and pencils)	Leo Burnett Co.	Walsh Advertising	$ 250,000
(Eversharp pens and pencils)	Leo Burnett Co.	Ronalds-Reynolds	
Peek Freen Ltd.	Canadian Advertising	Crombie Advertising	125,000
Phantom Industries	Ardiel Advertising	Muter, Culiner	150,000
Radio College of Canada	Ronalds-Reynolds	Paul, Phelan & Perry	100,000
Remington Rand (electric shaver)	Young & Rubicam	Cockfield, Brown	———
Rock City Tobacco (#7 cigarets)	F. H. Hayhurst Co.	Foster Advertising	1,000,000
Rowntree Co. (Aero and Coffee Crisp bars and fruit pastilles)	Ogilvy, Benson & Mather	J. Walter Thompson	250,000
Salada-Shirriff-Horsey (Salada tea products)	Ronalds-Reynolds	Leo Burnett Co.	1,000,000
(Shirriff, Horsey junket, Made-Rite and Watson's brands)	Vickers & Benson	Leo Burnett Co.	1,000,000
Howard Smith Paper Mills (Alliance Paper Mills, Don Valley Paper)	Maclaren Advertising	McKim Advertising	———
Studebaker-Packard	McConnell, Eastman	Tandy-Richards	400,000
Timex of Canada	Ronalds-Reynolds	Grant Advertising	250,000
Trans-Canada Airlines	F. H. Hayhurst Foster Advertising Stanfield, Johnson & Hill	Cockfield, Brown	1,500,000
Underwood Ltd. (Underwood)	Cockfield, Brown	McConnell, Eastman	250,000
(Olivette)	Cockfield, Brown	J. Walter Thompson	

improvement lends hope that the recovery will last well into 1962."

■ Dr. Jacques Singer, research director of the Economic Research Corp., Toronto, recently suggested the possibility of a gross national product "close to $40 billion" in 1962. He believed that prospects for business next year "have definitely brightened." W. A. Beckett Associates, economic consulting company, has predicted a rapid business expansion, adding that, "if it is still too early to worry about the ultimate end of the expansion, it is also too early to look for a major boom."

The president of a consumer goods company expressed the "feeling" that the spring-summer recovery was "really the beginning of a cycle of surge, currently paralleling the U.S. but not likely to match it indefinitely."

He said the economy as a whole, and advertising in particular, stood to gain by "the general bullish feeling about the economy; discount stores, which are just getting into high gear in major Canadian cities; probable major increases in defense spending; more intense supermarket promotion as their era of easy extra dollars through expansion ends and they seek extra dollars from a relatively static (in size) market."

■ Another executive of an advertiser company said that while there "have been weak spots in certain industries, the consumer non-durable field has been reasonably sound." He, too, pointed to steps taken by the government, "which in themselves should give some boost to our already sound economic outlook."

The signs and portents seem to add up, as one observer put it, to "a reasonable state of prosperity and a higher level of employment" throughout most of next year. #

LIBERTY

1st

IN CANADA

FIRST

IN NEWSSTAND SALES

Liberty sells more copies on the newsstand than all other Canadian English-language magazines combined. (An average of 109,262 for the first six months of 1961.)*

FIRST

IN YOUNG FAMILY READERS

Liberty has a greater percentage of readers in the young family age group 15 - 45, than any other Canadian magazine (67.7%)**

FIRST

AMONG GENERAL MAGAZINES

Liberty has the highest circulation of any general Canadian magazine. For the first six months of 1961, the average net paid circulation was 605,471.*

Why Buy Second Choice—Buy Liberty First in the hearts of Canadian magazine readers—and first in more homes too!

*As reported to A.B.C., June 30/61, subject to audit.
**Canadian Consumer Publication Report, 1957.

Canadian Billings for 1960 Rise to $273,813,872

OTTAWA, Nov. 15—Billings of advertising agencies in 1960 advanced to $273,813,872 from $254,145,919 in 1959, according to advance Dominion Bureau of Statistics figures that will be contained in the 1960 issue of "Advertising Agencies."

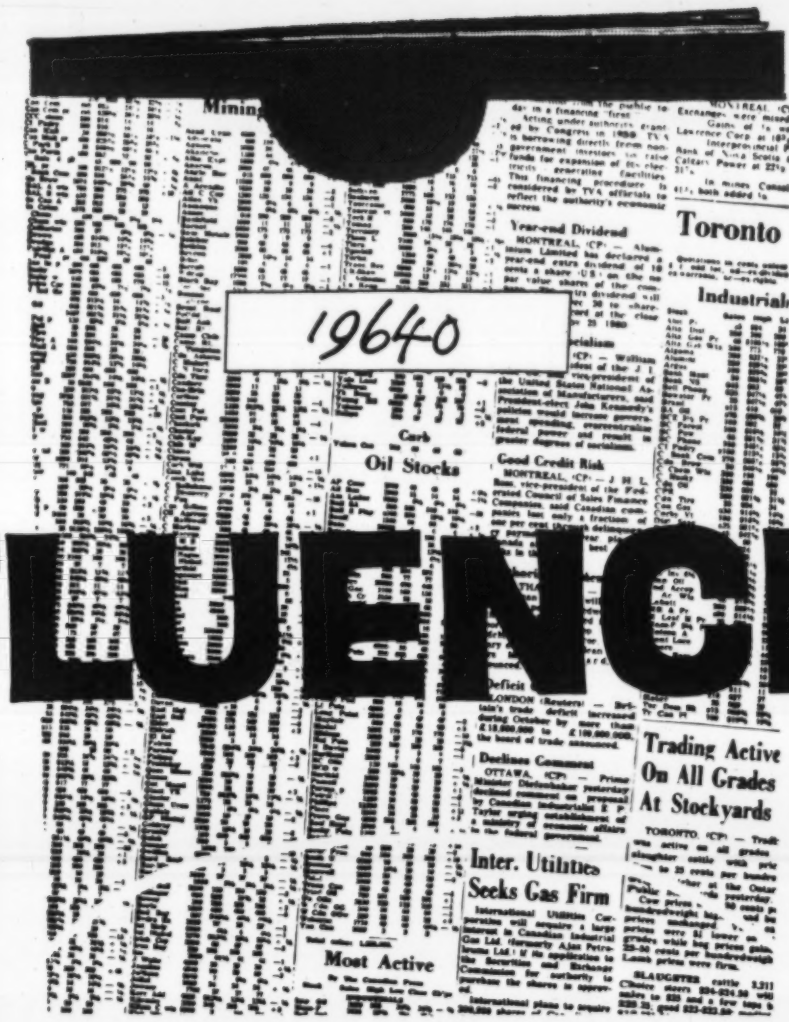
Commissionable billings increased to $268,764,272 from $250,080,021, and billings for market surveys, research, production work by agency personnel and other fees to $5,049,600 from $4,065,898.

Gross revenue from commissionable billings was $40,096,115, up by 14.9% from the preceding year's total of $37,678,828. Gross revenue from all agency business rose to $45,145,715 from $41,126,958, and the net before income tax

(Continued on Page 74)

THE SPECTATOR

INFLUENCES



95.7% OF ALL HOUSEHOLDS IN HAMILTON

CANADA'S 4th HIGHEST PER HOUSEHOLD INCOME MARKET*

And that's no idle boast. It's a fact substantiated by significant figures that cannot be ignored.

No matter what product you have to market, you can move it in *prosperous* HAMILTON . . . through the hard-selling pages of THE HAMILTON SPECTATOR.

*N.E.B. income per household in Metropolitan Hamilton is $6,523, this is fourth highest of all Canadian Metropolitan areas. Source—Sales Management Survey of Buying Power.

ONLY THE SPECTATOR CAN GIVE YOU HAMILTON'S UNDIVIDED ATTENTION

The Hamilton Spectator

A SOUTHAM NEWSPAPER

UNITED STATES	TORONTO	MONTREAL
Cresmer & Woodward Inc.(Can. Div.)	The Southam Newspapers	The Southam Newspapers
New York, Detroit, Chicago,	88 University Ave.	1070 Bleury St.
San Francisco, Los Angeles, Atlanta	K. L. Bower, Manager	J. C. McCague, Manager

Estimated Advertising Expenditures in Canada, 1946-1961

(000 Omitted)

	NET ADVERTISING REVENUES BY MAJOR GROUPS							Gross Revenues, all media
	Publications	Direct Mail	Radio*	Television*	Outdoor	Total	Agency Commission	
1946	$ 71,143	$ 30,852	$15,500	$ —	$ 7,000	$124,495	$ 8,400	$132,895
1947	86,991	38,292	17,535	—	8,300	151,118	9,830	160,948
1948	100,035	46,044	19,236	—	10,000	175,315	11,300	186,615
1949	117,853	52,002	20,970	—	11,400	202,225	13,300	215,525
1950	127,491	58,567	23,292	—	12,900	222,250	14,444	236,694
1951	140,733	63,301	25,111	—	14,200	243,345	16,255	259,600
1952	157,049	70,383	26,846	170	15,500	269,948	18,246	288,194
1953	180,824	77,416	29,300	5,390	16,600	309,530	21,559	331,089
1954	194,622	83,732	31,711	8,596	17,607	336,268	23,230	359,498
1955	212,474	91,745	33,500	13,445	19,000	370,165	26,459	396,624
1956	240,098	99,359	34,077	20,367	19,621	413,522	30,453	443,975
1957	249,573	105,671	38,117	22,266	20,774	436,401	33,377	469,778
1958	261,023	107,403	40,888	27,397	23,062	459,773	35,277	495,050
1959	282,953	111,046	45,510	33,453	25,095	498,057	37,678	535,735
1960	295,155	115,394	47,510	36,014	26,537	520,593	40,096	560,689
1961	302,700	120,000	50,000	41,000	27,000	540,700	40,200	582,700

*Does not include Parliamentary grants, artists' fees, free and reminder allowances. Billed by agencies only, gold ads Source: Maclean-Hunter Research Department.

POPULAR FRENCH
SELLING RECIPE
IN AN EASY NEW
INSTANT
MIX

Now, a ready-mix that really nourishes your sales in French Canada! La Presse, Canada's largest, most popular daily newspaper, and La Patrie, traditional Sunday fare throughout Québec, offer you a combined rate for colorgravure at a 3 percent discount. You can serve 'em up together or à la carte . . . run your ad in both papers on the same week-end or, using the same mechanical, run them up to three weeks apart. What's more, the milline rate has all the fat trimmed off. Contact our representative* today and cook up one of these tasty new energy-filled combinations. Ask him for the combined colorgravure offer in

LA PRESSE
and
La Patrie
DU DIMANCHE

*MONTREAL: 750 ST. LAWRENCE BLVD. (VI 9-4711) OR 180 ST. CATHERINE ST. E. (UN 1-2701). TORONTO: 1717 IMPERIAL LIFE TOWER BLDG. (364-9652). U.S.A: DeCLERQUE-SHANNON, NEW YORK, CHICAGO, DETROIT, CLEVELAND, ATLANTA, SAN FRANCISCO AND SOUTH PASADENA.

(Continued from Page 72)

fell to $2,670,555 from $2,903,109.

Billings by media included: Publications, $155,027,549 (18.1% production); television, $66,988,153 (22.9% production); other visual (billboard, etc.), $16,831,942 (19.3% production); radio, $27,824,504 (7.5% production); and other, $4,106,758 (98.3% production).

Agencies employed 4,452 persons in 1960 versus 4,256 in 1959, and paid them $28,265,597 in salaries and wages versus $26,013,132 in '59. #

Canadian Media to Reap Record Gross in 1961

(Continued from Page 63)

magazines have been confronted with following the report of the Royal Commission on Publications, which was made public earlier this year but upon which the government has not yet acted." In 1960, magazines had an estimated net of $19,765,000. This year the figure will be about $19,400,000.

National weekend publications, which were estimated at the $17,110,000 level last year, are believed to be flattening out at $16,000,000 in 1961. Business papers, up more than 4% last year, are expected to decline very slightly from $26,410,000 to about $26,200,000

■ Television, which every year since 1952 has increased its share of Canadian media revenues, and radio, which has boosted its share annually since 1957, are both estimated to be finishing 1961 in good style. Maclean-Hunter Research puts radio at the $55,000,000 mark and television at $45,000,000.

This would be an advance of nearly $3,000,000 for radio, and nearly $8,000,000 for television. (Revenue figures for 1960 and 1961 are estimated. Estimates vary. For example, the Dominion Bureau of Statistics estimated 1960 totals at $47,510,000 for radio and $36,014,000 for television.)

■ As television's revenues grow in Canada, the tv rivalry picks up

(Continued on Page 76)

Canadian Newspapers

In Canada, newspapers, magazines and books consumed $62,400,000 worth of newsprint and $27,000,000 worth of book paper in 1959. The publishing and printing industries employed nearly 31,000 people whose salaries and wages amounted to $128,000,000 . . .

Every publishing day, more than 4,000,000 daily newspapers are printed by 113 publishers, about three-quarters of them in the afternoon and the remainder in the morning. Of these 113 newspapers, 95 are in English, 12 in French and the rest in other languages. Twelve of them have circulations in excess of 100,000 and account for more than half of all papers sold.

[Rural areas] depend for local news on weekly or monthly newspapers that cater to their particular interests. Among these are 91 foreign language papers published in 29 languages to serve residents of Canada whose mother tongue is other than English or French.

"Canada, 1961, Official Handbook."

MACLEAN-HUNTER KNOWS CANADA'S MARKETS

CANADA

BIGGEST SUPPLIER...

BEST CUSTOMER

Canada is the United States' biggest supplier — and its best customer. In 1961, U.S. imports from Canada were estimated at $2.8 billion and its exports to Canada at $3.6 billion. This big market is nearby, has a stable economy and unlimited growth potential.

Canadian media offer the fastest, most direct route to this great and growing market. Canada's leading periodical publishing house, Maclean-Hunter, produces the nation's widest range of consumer magazines, business and financial publications, reaching virtually every kind of buyer.

Maclean-Hunter publications in Canada are edited by Canadians, experts in their fields. Consumer and businessmen look to them for authoritative information — for news of interest about products and services, presented from a Canadian point of view. In planning your advertising in Canada, make sure you select Maclean-Hunter publications—the Canadian media Canadians rely on.

THE CANADIAN ECONOMY, 1962

	millions
Gross national product	$38,110
Personal disposable income	26,585
Personal expenditure on consumer goods and services	24,810
Food	5,969
Shelter	3,851
Household operation	3,074
Transportation	2,934
Clothing & personal furnishings	2,459
Tobacco and alcoholic beverages	1,712
Personal and medical care	1,992
Other	2,819

All figures based on 1962 estimates compiled by the Maclean-Hunter Research Bureau.

MACLEAN-HUNTER PUBLISHING CO. LTD.

481 UNIVERSITY AVE., TORONTO 2, CANADA

OFFICES AT: MONTREAL; VANCOUVER; NEW YORK; LONDON, ENG.

U. S. West Coast Reps.: Duncan Scott & Co., 85 Post St., San Francisco 4 and 1901 West 8th St., Los Angeles 57.

Media Record . . .

(Continued from Page 74)

steam. Item: In September, R. A. Barford, general manager of the Canadian Daily Newspaper Publishers Assn., pointed out that newspapers get 64% of all advertising revenues—as against 27% for television. He emphasized that research showed the biggest value of newspapers to be their flexibility—that advertisers could pinpoint an ad where they wanted it. In October, William R. Seth Jr., director of TvB of Canada, said newspapers and magazines in 1955 "commanded 46% of the food advertisers' dollars, while radio took 37% and television 17% In 1961, the food advertisers arranged their budgets as follows: Newspapers and magazines, 32%; radio, 12%; and television 56%."

Mr. Seth added that newspapers were due for a shake-up because "tv has proved that a static advertisement, no matter what arrangement is made of type and illustration, is no substitute for one human being telling another human being the merits of a product or service."

Magazine dollar volume skidded 4.7% to $2,444,171 in October, compared with $2,565,057 the previous October, although volume for the year through October was off only 2.5% to $17,691,221 from $18,149,937 in the corresponding 1960 period.

■ Meanwhile, magazines were looking ahead to 1962 which presented "a brighter picture, with the economy showing a noticeable upturn and the estimates from major publishers indicating an increase for English-language publications of 5% to 7% in dollar volume, and a 10% to 15% increase in dollar volume for French-language magazines." Average circulation growth was put at about 4%.

Lloyd M. Hodgkinson, president of the Magazine Publishers Assn. of Canada, reported "a noticeable increase in the use of spectacular advertisements in the form of multiple-page booklet inserts, gatefolds, postcard inserts and a variety of new uses of space—including the growth of split run advertising for various regions of Canada."

He said competition is forcing magazines "to become a far more flexible and versatile medium and all publications have adapted themselves to this new competitive position." #

Canadian Newspapers Issue 1961 Consumer Survey

TORONTO, Nov. 16—The Canadian Daily Newspaper Publishers Assn. has published its "1961 Canadian Consumer Survey," a study conducted in 74 cities. It covers buying habits and brand preferences of such consumer products as foods, drugs, cosmetics, wearing apparel, household appliances, and automotive. Copies are available at $7.50 from the CDNPA, 55 University Ave. #

Retailer Growth, New Publications Spur French Canada

MONTREAL, Nov. 15—Advertising agencies throughout Quebec Province are looking to 1962 as a year of "recovery." The advent of many new supermarkets, continuing expansion of suburban areas, the growth of retail stores, and increasing competition in the media field all combine to make the outlook bright.

Daily newspaper advertising is expected to increase next year, what with the spate of supermarket building, development of a "war" between established department stores and discount house operations.

French-language ad agencies got a lift this year with the launching of *Le Nouveau Journal*, a two-edition daily in competition with the long-established *La Presse*. Agency men said the additional newspaper increased many of their national and retail accounts. Another new publication is *Canada Month*, a slick magazine put out by Patrick Hailstone.

No major changes in Quebec advertising agency personnel lineups developed in 1961. Nor have the agencies opened new branches in the province. Most agencies, in the face of the early-year recession, have kept a tight rein on payrolls.

One of the big media stories of the year was the move by *La Presse*, largest French-language newspaper in North America, to a straight 17% commission, in place of the traditional 15% and a 2% cash discount. One reason for the move was believed to be the fact that a number of Canadian dailies earlier had adopted frequency and volume discount plans. Under these, agencies receive 15%, but if the advertiser falls short of his contract, the agency loses the 2% deferred cash discount.

According to *La Presse*, one of its reasons for the switch to a straight 17% was the previous uncertainty about whether client or agency should get the 2%. #

CBC Celebrates

The Canadian Broadcasting Corp., 25 years old on Nov. 2, grew from eight owned-or-leased radio stations in 1936, to 133 stations (31 CBS-owned, 102 privately-owned) divided into three networks. Its French and English networks include 64 stations (16 CBC-owned, 48 privately-owned). Its 1960 budget was $101,000,000. #

Peabody to Henri, Hurst

Peabody Seating Co., North Manchester, Ind., has appointed Henri, Hurst & McDonald, Chicago, as its agency. The account is expected to bill in excess of $100,000, Henri, Hurst said.

John B. Stark, Director of Advertising • Offices—U. S. A.: O'Mara & Ormsbee, Inc. • Florida: Hal Herman Associates, Miami •

New TV Network, Controversy on Regulation of U. S. Publishers Stir Canada in 1961

TORONTO, Nov. 15—Two of the year's biggest stories affecting Canadian advertising pivoted on media: Publication of the report of the Royal Commission on Publications, and the start of a new television network, as well as the addition of a number of privately-owned tv stations.

The controversial report added up to a recommendation that U.S. publishers not be allowed to compete in any way for advertising addressed to Canadians. Both *Time* and *Reader's Digest* decried the commission's proposed regulations, while Canada's Periodical Press Assn. defended the report and said there was a great deal of misunderstanding about its proposals. At any rate, the main recommendations of the report, if put into effect by the government —still a questionable point— would probably not go into effect before mid-1962.

The new television net—operated by Canadian Television Network Ltd.—is the country's first nationwide private tv network. Immediate effect of the July announcement that the network was ready to roll, was to start Canadian advertising men to work with preparations for adding to their mushrooming commercial programs.

■ Here are some other news highlights of the past 12 months:

The Supreme Court of Canada last December upheld the legality of trading stamps issued by Loblaw Groceteria Co. and an Independent Grocers Alliance store . . . Andrew Stewart, chairman of the Board of Broadcast Governors, urged substantial fines for television and radio stations that exceeded advertising limits laid down by the governors . . . Allan J. Scott, then vp in charge of account management for Maclaren Advertising, urged a government tax credit to encourage additional advertising in recession periods . . .

Last April, the Canadian Retail Merchants Assn. called on Prime Minister Diefenbaker for a clear cut ban on trading stamps . . . Again in April, President W. E. Williams of Procter & Gamble predicted the recession would last as long as five years . . . Leon A. Miller, chairman of the Grocery Products Manufacturers of Canada and president of General Foods Ltd., urged Canadian business men to speak out realistically about U.S. investments in Canada, to offset anti-American speeches and articles on the subject and to avoid a "damaging image of Canada" in the minds of U.S. investors . . .

U.S. magazine publishers were upset by increased second class postal rates between Canada and the U.S., set for July 1. The increased rates were seen in U.S. magazine circles as moves to allay Canadian concern over the mounting strength of U.S. publications. Canadians replied they would put Canadian magazines on a more equitable basis with magazines published in the U.S. and distributed in Canada, but that they would not be a "boon" to the Canadian publishing industry . . .

Canadians in Commerce

According to the Dominion Bureau of Statistics: Canadians spent $2.4 billion to buy cars in 1958—and put upwards of $1 billion into their maintenance at garages and filling stations . . . Department stores take in almost 9¢ of every dollar spent at retail . . . More than half of Canada's work force is engaged in providing services . . .

Grocery and combination stores had sales of $3.4 billion in 1960 (chain stores accounted for $1.6 billion, better than 46% of total) . . . Motor vehicle dealers were runners-up in volume with sales of $2.6 billion . . .

All retail trade in '60 (excluding direct selling) came to $16.4 billion . . . Vending machine operators did a separate $33,741,000 in 1959 (tobacco got 59% of this total, soft drinks 17%, hot drinks 12%) . . . Hotel receipts in 1959 amounted to $517,000,000 . . . Canada had 2,905 cooperative associations in mid-1959; they did a volume of $1.4 billion—an increase of $118,329,000 over the preceding year . . . Visitors to the country spent $391,000,000 there in 1959—while Canadians themselves were spending $598,000,000 on foreign travel.

■ Canadian magazine ad revenues for the first half of the year were $10,892,927, compared with $10,864,297 for the first half of 1960. Pages were off slightly, from 3,382 to 3,227. . . Top five advertisers in magazines in 1960 were General Motors of Canada, $687,094; Canadian Breweries, $470,696; General Foods, $424,666; John Labatt Ltd., $388,066; and Joseph E. Seagram & Sons, $326,480. . .

J. R. H. Sutherland, publisher of the *News*, New Glasgow, N.S., was elected president of the Canadian Daily Newspaper Publishers Assn. . . In May, Kenneth J. Farthing, manager of general advertising for Canadian Westinghouse, was named president of the Assn. of Canadian Advertisers.

George Weissman, chairman of Philip Morris Overseas, told a Montreal audience in June that the cigaret business had a bright future in Canada. Comparing U.S. and Canadian statistics, he said Canada was "the clear leader in terms of population growth and in increased cigaret and cigar con-

(Continued on Page 78)

WHERE THE TELY IS TOPS...
Canada's fastest growing newspaper
THE TELEGRAM
DAILY plus WEEKEND • TORONTO, CANADA
POWER
National food advertisers place more advertising in the TELY than in any other Toronto newspaper
New England: Tom McGill & Company, Boston • Montreal: Lorne Main, 938 Dominion Square Bldg. • England: D. A. Goodall, London, W. 1

sumption". . .

The Canadian Broadcasting Corp. in June asked for an annual grant of $72,000,000—about $4 per Canadian—to maintain the publicly-owned broadcasting service. If approved, the grant would end the necessity of the CBC going to Parliament each year for funds to pay for its operations. . . In its annual report for the year ended March 31, CBC said its gross commercial revenues were $37,601,000—as compared with $38,162,000 in the preceding year . . .

■ In July, the Canadian Assn. of Broadcasters announced formation of a Radio Sales Bureau in Toronto to conduct research on radio advertising, provide information to advertisers and agencies, and bring new advertisers into the medium. Charles C. (Bud) Hoffman, sales and business consultant, was named president. . . The Canadian Assn. of Broadcasters okayed formation of a Canadian Television Bureau of Advertising, directed by William R. Seth Jr. . .

The Quebec government's department of roads began in August to tear down some outdoor boards found to be in conflict with a 1933 law . . . This fall, the Canadian Post Office Department said that, beginning next Jan. 1, it would tighten its rules to allow use of Canadian "return-postage-paid" permits only to mail matter printed in Canada. Previously, U.S. companies obtained plates bearing return postage permits and used them on advertising and business reply cards and envelopes for subsequent posting in Canada. The P.O. said this gave a "misleading appearance of Canadian origin" to such material. . .

The CBC-TV network announced that its fall schedule was sold out within six weeks of the start of selling—a record . . . The convention of the Newspaper Advertising Managers Assn. of Eastern Canada was told that dailies had regained advertising ground they'd lost to television: Dailies got 64% of total advertising revenue, as against 27% for tv, 14% for magazines, and 8% for radio, said R. A. Barford, general manager of the CDNPA.

Donald R. McRobie, head of Cockfield, Brown, was elected president of the Canadian Assn. of Advertising Agencies in October. Eight months earlier, another agency boss, Einar Rechnitzer of Maclaren Advertising was elected president of the Canadian Advertising Advisory Board. #

Gilliland Joins Smith-Corona

Richard W. Gilliland, formerly advertising product coordinator of International Business Machines, has been appointed advertising and sales promotion manager for office equipment products of Smith-Corona Marchant, New York. He will report to John Kolody, corporate advertising and sales promotion manager.

Theater Group Names Hoffman

Melvin A. Hoffman Inc., Hicksville, L.I., has been appointed advertising representative for the theater programs of the 1962 Eastern Theater Group. The programs reportedly will have a circulation of about 3,000,000 from Massachusetts through the District of Columbia.

Dollar-Spending by Canadian National Advertisers

(000 Omitted)

	January/June 1960 Volume	% Share	January/June 1961 Volume	% Share
National Radio (Time)	$ 9,290	9.52	$ 9,420	9.59
National TV (Time)	31,270	32.03	28,140	28.65
Daily Newspapers	26,089	26.73	29,582	30.12
Weekend Media	10,699	10.96	9,855	10.03
Magazines	10,809	11.07	10,865	11.06
Farm Papers	3,670	3.76	3,440	3.50
Weekly Newspapers	1,630	1.67	1,705	1.74
Posters	1,960	2.01	2,900	2.95
Transportation	2,200	2.25	2,320	2.36
Total	$97,617	100.00	$98,227	100.00

Figures compiled by Elliott-Haynes Ltd. and supplied to AA by Canadian Daily Newspaper Publishers Assn.

Canadian Radio, TV Net Ad Revenues

1959-1960 (000 Omitted)

Radio

	1960 CBC	1960 Private	1960 Total	1959 CBC	1959 Private	1959 Total
Network	$ 583	$ 188	$ 771	$ 412	$ 175	$ 587
National	603	19,449	20,052	563	18,731	19,294
Local	324	26,363	26,687	304	25,325	25,629
Total	$ 1,510	$46,000	$47,510	$ 1,279	$44,231	$45,510

Television

Network	$ 5,413	$ 5,217	$10,630	$ 5,635	$ 4,951	$10,586
National	6,188	10,560	16,748	6,001	9,030	15,031
Total	12,609	23,405	36,014	12,533	20,920	33,453
Local	1,008	7,628	8,636	897	6,939	7,836
Combined Totals	$14,119	$69,405	$83,524	$13,812	$65,151	$78,963

Figures exclude representatives' and advertising agencies' commissions.
Source: Preliminary estimates by Dominion Bureau of Statistics.

IT'S MURDER!

That's not to say we've got homicidal tendencies. It's just to point up the exciting fact that this season KVOS-TV programming is the kind that plays mayhem with everybody else's audience ratings.

We do it with a powerhouse of CBS network favorites like: Ed Sullivan, Gunsmoke, Garry Moore, Candid Camera, Perry Mason, Window on Main Street and Disney's Wonderful World—a task force loaded to thrust home your sales message with tremendous impact—and at the lowest cost per thousand of any TV station serving the market.

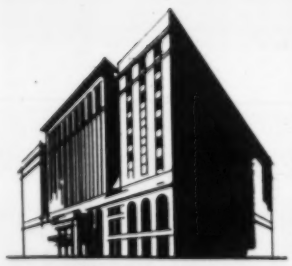
DOMINANT IN VANCOUVER—
VICTORIA, BRITISH COLUMBIA

KVOS-TV B.C. LTD. CBS

VANCOUVER OFFICES 1345 Burrard Street, MU 1-1212
STOVIN-BYLES LIMITED Montreal, Toronto, Winnipeg
STUDIOS AND OFFICES Bellingham, Washington
U.S. REPRESENTATIVES: New York
Sumner-Byles, Inc.
All other U.S. Areas
Peters, Griffin, Woodward, Inc.

SHERATON

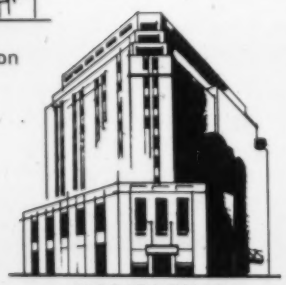
IN CANADA
the proudest
name in
hotels


MONTREAL
Sheraton-Mt. Royal

TORONTO
King Edward Sheraton

MONTREAL
Laurentien Hotel

HAMILTON, ONTARIO
Sheraton-Connaught


NIAGARA FALLS
Sheraton-Brock
The Foxhead Motor Inn

When you plan a convention in Canada, talk first to the people at any Sheraton Hotel. They've got the meeting rooms, the facilities and the trained personnel to assure you a successful meeting.

Regardless of how small or large your group, you'll find Sheraton attentive to every detail. You're sure to like the big way that Sheraton does those little things that make any business meeting or convention more pleasant.

SHERATON HOTELS 61 Hotels in 42 Cities coast to coast in the U.S.A., in Hawaii, Canada, and overseas

CANADA
Montreal
Toronto
Niagara Falls, Ont.
Hamilton, Ont.

UNITED STATES EAST
New York
Boston
Washington
Pittsburgh
Baltimore
Philadelphia
Providence
Springfield, Mass.
Worcester
Albany
Rochester
Buffalo
Syracuse
Binghamton, N. Y.

MIDWEST
Chicago
Detroit
Cleveland
Cincinnati
St. Louis
Oklahoma City
Omaha
Akron
Indianapolis
French Lick, Ind.
Rapid City, S. D.
Sioux Falls, S. D.
Sioux City, Iowa
Cedar Rapids, Iowa

SOUTH
Louisville
Dallas
Houston
Mobile, Alabama
New Orleans

WEST COAST
San Francisco
Los Angeles
Pasadena
Portland, Oregon

HAWAII
Honolulu

'Buvez le Whisky John Barleycorn' . . .

Even Translated into French, Ads Remain English in French Canada

How to Make Big Hit: Adapt Company, Brand Names to French

MONTREAL, Nov. 15—"Like most Canadian business," said the French-Canadian advertising counselor, "advertising is in the hands of English-speaking Canadians. There are virtually no French-Canadian advertising agencies. There are very few top French executives in Canadian agencies. There are virtually no French-Canadian creative men in advertising."

The counselor paused a moment, puffed at his cigaret, then resumed.

"However, there is a great difference between a French label on a box giving a woman instructions on how to bake cake and a French institutional advertisement in which much care and concern should be taken to analyze the French-Canadian mind and to give the French ad a completely different twist, or produce an entirely different French one.

"On television and radio, or in a French periodical or newspaper, the vehicle is French, it is French-Canadian made, but the advertising content, if you look closely, is English. It may be beautifully translated, but it is not the fruit of the French-Canadian mind, and 50% of the time it is not in complete conformity with the French-Canadian's likes and dislikes, his aspirations or his attitudes."

■ The counselor relaxed against his chair. "All this is in no way a blast directed at advertising in this country. I am part of it. I am responsible for adapting much English advertising copy.

"In this province, 90% of the names of the companies and probably 90% of the names of the products are in English, save for those brand names which are of Latin or Greek origin, like Pyrex." This cannot be helped, but it makes for strange sounds in French copy. For instance: "Buvez le whisky John Barleycorn fabrique par la United Distillers of British Columbia Ltd."

"Some advertisers—I will not mention them, but there are some—who have taken the trouble to have both their brand names and, in rare instances, company names, translated into French, have made a big hit with French-Canadians.

"Quebec Province is different," sighed the counselor. "People should start treating it so." #

62% of Montreal Families Speak French at Home

MONTREAL, Nov. 14—There are 537,261 homes in greater Montreal, including 326,261 French households and 211,200 English. There are 45,730 companies doing business in Montreal, including 23,317 English operations, and 22,413 French.

A survey by the post office—which used route postmen as interviewers—also disclosed that 62% of greater Montreal's families speak French at home. The English total included Italian, German, Jewish, Greek and other groups which may use a language other than English at home. The study, made last summer, gave no figures on bi-lingualism. #

'La Patrie' to DeClerque

DeClerque-Shannon has been named advertising representative in the U.S. for *Montreal La Patrie*, a Sunday newspaper. A combination rate of $3,000 for a one-time four-color colorgravure page has been announced for *La Patrie* and *Montreal La Presse*, also represented by DeClerque-Shannon.

Mills & Co. Opens Branch

Mills & Co., Hollywood, Fla., has opened a branch office at 2651 N. Federal Highway, Fort Lauderdale. The agency also has named H. Steve Keiss, formerly in charge of real estate display advertising of the *Miami News*, vp and general manager of the Hollywood office.

Builders Brick Names Yoder

Builders Brick Co., Seattle, and its Mutual Materials division has named Ralph E. Yoder marketing manager in charge of a new marketing department. He formerly was executive director of the Arizona Masonry Guild.

Sakrete Expands Agency's Job

Sakrete Inc., Cincinnati, maker of concrete mixes, has appointed Willis/Case/Harwood, Dayton, as its national agency. The agency formerly served Sakrete on a regional basis.

Potawatomi Names MacDonald

Potawatomi Products, Plymouth, Ind., maker of archery equipment, has appointed MacDonald-Cook Co., South Bend and Chicago, to handle its advertising.

'Esquire' Names Dawson

Esquire has named Dawson Co., Miami, its advertising representative in the Southeast. Sales formerly were handled by *Esquire* staff men.

THE **STAR** MOVES MORE MERCHANDISE

When you think of moving merchandise fast, think of The Toronto Star, the newspaper which motivates the buying of more than 340,000 households in Canada's largest and wealthiest market. The market in which 13.25% of all Canadian Retail Sales are made.

First in circulation . . . over 100,000 copies per day more than the second Toronto daily newspaper, and first in total linage, the Toronto Daily Star is the most powerful single advertising medium in Canada's richest market . . . Metropolitan Toronto.

FIRST IN CANADA'S FIRST MARKET

TORONTO DAILY STAR

80 King Street West, Toronto

In Montreal: 1255 University Street In the United States: Ward Griffith & Co. Inc.

TM-62

Canada Today . . .

Precis of the Economy

The Canadian economy reached new records in production, consumption, trade and employment in 1960, in a situation of generally stable prices, but the pace of expansion slowed down during the course of the year. Gross national product in the first nine months of 1960 was nearly 3% higher than in the comparable period of 1959, about half of which represents a rise in prices. The 1.5% gain in the physical volume of production was significantly lower than that of the previous year. . .

The pattern of consumer spending altered considerably in 1960. Whereas rising consumer demand for durables was an expansionary influence in 1959 (and had been an even stronger stimulus in the recessionary year of 1955), in 1960 the demand for durables fell below the level of the previous year. Virtually all categories were so affected. The contrast is especially marked in the case of appliances and radios, where sales had risen about 6% in 1959 and fell by about the same amount in 1960. Weakness in the market for some durables is apparent in the statistics of factory shipments for the first nine months of 1960, compared with the same period of 1959; shipments of washing machines were down 9%, electric stoves 12%, radio 10%, and television sets 16%. Some of the weaknesses in the market for household appliances are probably related to the decline in housing activity from the exceptionally high levels of the two preceding years.

Purchases of cars (new and used) were down slightly in contrast to a gain of 9% in 1959. The market for new cars continued to reflect a growing preference for British and European cars; sales of these cars were substantially higher.

Gross Ad Revenues in Canada

1946-1961

Per Cent Change and Per Cent of Gross National Product

YEAR	GROSS REVENUE[1]	YEARLY INCREASE	PER CENT OF GNP[2]
1946	$132,895,000	—	1.12%
1947	160,948,000	21.1%	1.22
1948	186,615,000	16.0	1.23
1949	215,525,000	15.4	1.32
1950	236,694,000	9.8	1.31
1951	259,600,000	9.7	1.23
1952	288,194,000	11.0	1.20
1953	331,089,000	14.9	1.32
1954	359,498,000	8.6	1.44
1955	396,624,000	10.3	1.46
1956	443,975,000	12.0	1.45
1957	469,778,000	5.8	1.50
1958	495,050,000	5.4	1.52
1959	535,735,000	3.2	1.54
1960	560,689,000	4.7	1.56
*1961	582,700,000	3.9	1.60

*Estimated. [1]Includes all media advertising revenues, plus agency revenues received from commissionable billings. [2]GNP current dollars. Source: Dominion Bureau of Statistics and Maclean-Hunter Research.

With consumer expenditures on durables down more than 2%, all the 4% advance in spending in the consumer sector was concentrated on non-durable goods and services, where spending was higher by about 5%. While prices of goods, particularly durable goods, showed only a small increase between 1959 and 1960, the price of services continued to rise, although at a slackening rate. Thus the advance in real consumption of services, unlike goods, was significantly less than the value figures indicate.

—"Canada, 1961, Official Handbook."

Ronalds-Reynolds Gets Entire Frosst Account

Ronalds-Reynolds & Co., Montreal, beginning in January, will take over advertising responsibilities for the entire line of analgesics produced by Chas E. Frosst & Co., Montreal pharmaceutical manufacturer. Ronalds-Reynolds currently is handling the other Frosst products and in January will handle advertising for all of the company's 230 products. Currently handling the analgesics is Paul Klemtner & Co., New York, which will continue as an advertising and marketing consultant to Frosst.

Channel TV Productions Bows

A new Canadian production company, Channel Television Productions Ltd., has been formed to create and produce programs for the Canadian television industry. Offices are at 175 Floor St., E., Toronto. Principal shareholders are Beaver Film Productions Ltd., CTV Television Network Ltd., and Ted Cott, a former vp of DuMont Broadcasting Co. and exec vp of WNTA-TV, New York. David Griesdorf has been elected president, and Mr. Cott, exec vp. The company will begin its production schedule with "Telepoll," a public affairs series, on the CTV Television Network.

Goodis, Goldberg Adds Forsyth

John Forsyth Co., Kitchener, Ont., has appointed Goodis, Goldberg, Dair Ltd., Toronto, to handle a new line of women's sportswear. The Lady Forsyth division will manufacture Lady Forsyth shirts, knitted shirts and pajamas to retail from $3.95 to $15. A series of test campaigns is planned.

Caldwell Boosts DeBow

S. W. Caldwell Ltd., Toronto, has appointed J. R. (Bud) DeBow manager of its film sales division. Mr. DeBow formerly was manager of the Caldwell branch office in Montreal.

Bowdler Joins Brown, Mitchell

Stan Bowdler has joined the creative staff of Brown, Mitchell & Wright, Vancouver agency. Mr. Bowdler has been a consultant to Canadian agencies.

McCartney Joins McConnell

Charles J. McCartney has been appointed radio and tv director of the Winnipeg office of McConnell, Eastman & Co. He formerly was a radio and tv commercial producer.

'Toronto Star' Boosts Ad Rates

The *Toronto Star* has raised its advertising rates, effective Jan. 2. The agate line rate for general advertising will increase from $1.25 to $1.35.

Mars Promotes DeLapp

Joseph K. DeLapp, assistant to the director of marketing of Mars Inc., Chicago, has been named general advertising manager of the candy company. He succeeds Richard W. Solon, who has resigned.

Rubin Joins 'American Girl'

David Rubin, previously with *Coronet*, has joined the New York sales staff of *American Girl*.

If you market in Canada, do prospects know your company? If yours is a well-known U.S. brandname, they may have heard of it. But do they know you're *in business* in Canada? Unless they know for sure, most Canadian buyers tend to assume that U.S. products aren't available in Canada, or will be hard to get, clumsy in service.

You must make sure Canadian business prospects know you're in business in Canada. One sure way to do this: extend your businesspaper advertising into the right *Canadian* business publications.

If you don't know Canadian business publications, you'll get a surprise. Canada is among the few countries in the world which has a modern, highly developed, sophisticated business press on a scale comparable to the U.S. (Canadian publications win awards in *Industrial Marketing's* annual contest; a major piece of industrial marketing research sponsored by Canadian business publishers won a top *Media/scope* award).

Be selective. The 136 business, professional and technical publication members of the Business Newspapers Association of Canada all have circulation audits, marketing data and editorial programs which deserve first place in your Canadian media planning. The BNA office, 100 University Avenue, Toronto 1, Canada, can tell you more.

Look for this Maple Leaf in SRDS Listings—
THE *BEST* CANADIAN BUSINESS PUBLICATIONS BEAR THIS EMBLEM

BNA

CANADIAN
BUSINESS PUBLICATIONS

BRING BUSINESS NEWS TO BUSINESSMEN AND GET RESULTS FOR ADVERTISERS

FORT LAUDERDALE, FLA. NEWS

Represented by Ward Griffith Co., Inc. and Publishers' Representative of Florida

ANOTHER EXTENTION OF *FAMILY WEEKLY'S* EXCLUSIVE IN-DEPTH COVERAGE OF A 199-MARKET "SUPERCITY OF SALES"!

FORT LAUDERDALE NEWS SERVING "THE FASTEST GROWING METROPOLITAN MARKET IN THE NATION" BRINGS THE TOTAL NATIONAL CIRCULATION OF *Family Weekly* TO AN ALL-TIME HIGH OF

5,433,412

With Florida's largest percentage increase in car registration . . . the nation's highest percentage population increase of any metropolitan area . . . and recognition by the U. S. Department of Commerce as the fastest growing Standard Statistical Metropolitan Market Area in the United States — the Fort Lauderdale-Broward County area is truly "the Cinderella market in the Cinderella state!"

Here is Growth and Opportunity, *par excellence* . . . a key addition to the dynamic national marketing pattern of *Family Weekly* that now accounts tor 16.6% of U.S. population . . . $1.00 of every six dollars of U. S. retail sales.

Family Weekly, through the Fort Lauderdale News, now serves Broward County with the same effective, influential coverage that has made it the strongest national medium for local sales in 198 other important middle markets, including the Sedalia, Mo. Democrat and Huntington, W. Va. Herald-Advertiser which also start January 7, 1962. This growing in-depth coverage, unduplicated by any other Sunday magazine, gives you *more undivided readership* for your advertising dollar!

Effective Buying Income:	**$627,781,000**
Total Retail Sales:	**$526,047,000**
Total Food Sales:	**$123,756,000**
Total General Mdse. Sales:	**$ 48,796,000**
Total Drug Sales:	**$ 18,755,000**
Total Automotive Sales:	**$104,887,000**

Family Weekly

NOW, MORE THAN EVER, THE LARGEST MARKET IN THE WORLD THAT CAN BE COVERED BY A SINGLE ADVERTISING MEDIUM!

153 North Michigan Avenue / Chicago 1

Leonard S. Davidow, Publisher / Patrick E. O'Rourke, Advertising Director

NEW YORK • DETROIT • CLEVELAND • LOS ANGELES • SAN FRANCISCO

Kressler Joins WJZ-TV

James Kressler has been appointed press representative for WJZ-TV, Baltimore. Tommy Dukehart, who formerly handled publicity among his other duties, will now devote all his time to heading community relations. Mr. Kressler previously worked in public information for the U.S. Navy.

Attention Admen!

fit type
IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster... world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.
Money-back guarantee!

HABERULE
Box AA 245, Wilton, Conn

Cullman Named to General Cigar Board

NEW YORK, Nov. 14—A tobacco family got more deeply involved in the tobacco business last week when General Cigar Co. named a new director, Edgar Cullman, brother of Joseph F. Cullman III, chairman and chief executive officer of Philip Morris Inc.

Mr. Cullman was one of a group headed by Howard S. Cullman, president of Cullman Bros., which last month bought 37% of the stock of General Cigar for $18,756,000 from Bush Terminal Co. He is also senior vp and a director of Cullman Bros.

General Cigar, maker of White Owl, Robt. Burns, Corina, Van Dyck and Wm. Penn cigars, is the nation's second largest cigar maker in terms of sales.

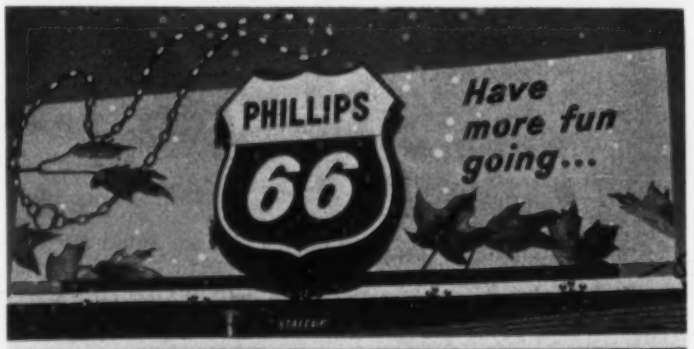
▪ Another new director is Judd L. Pollock, son-in-law of Raymond Rubicam, co-founder of Young & Rubicam. Mr. Pollock once supervised market copy and media research on a group of 20 accounts at Y&R, which he left in 1947 to found MPO Productions, later MPO Videotronics. (The company is now reportedly the nation's largest producer of filmed tv commercials and sponsored films for industry.) #

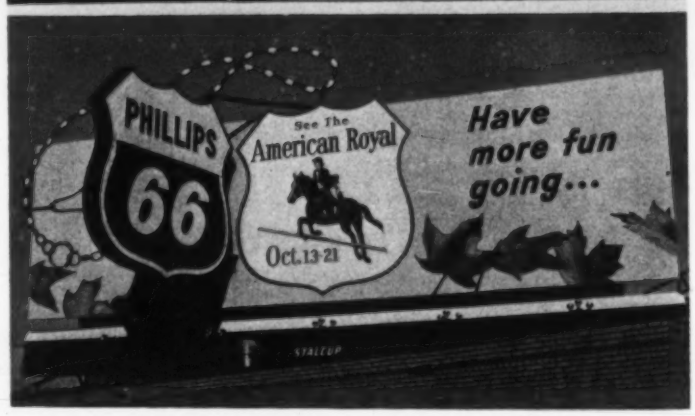
U.S. Gypsum Boosts Johnson

U.S. Gypsum Co., Chicago, has appointed Elmer H. Johnson to the new post of manager of special advertising projects. Mr. Johnson joined the company in 1945 as editor of *Popular Home* and in 1955 was appointed editor of all of the company's trade magazines.

Michener Adds U.S. Gauge

U.S. Gauge, Sellersville, Pa., division of American Machine & Metals, has appointed Michener Co., Philadelphia, to handle its advertising, effective Dec. 1.





LOCKET—*Phillips Petroleum Co., Bartlesville, Okla., is using this spectacular animated rotary bulletin in metropolitan Kansas City. The Phillips 66 emblem is portrayed as a high-style "Tiffany" locket, complete with chain. The locket, weighing over a ton, is double faced, and opens and closes six times each minute, revealing an additional message within the locket itself.*

Taylor Seeks to Acquire Pleasant Valley Wine Division

Taylor Wine Co., Hammondsport, N.Y., looking to the big leagues, plans to acquire Pleasant Valley Wine division of Great Western Producers, Hammondsport. The proposal will be put to stockholders of both companies by Dec. 5.

Taylor is the largest producer of quality wines in the U.S. with some 26% of the quality-wine market (all wines in the $1-and-more per fifth category). It produces some 100,000 cases of champagne a year, roughly as much as Great Western. Taylor Wine volume is about $12,000,000; Great Western's is about $4,000,000. Great Western's other interests, mainly in petrochemicals, will not be affected by the proposed acquisition. D'Arcy Advertising Co., New York, is the Taylor agency; Monroe Greenthal Co. handles Great Western. Taylor spends about $1,000,000 a year on advertising and sales promotion.

Niagara Boosts Johnson

Dr. Oscar Johnson has been named marketing director of the Niagara chemical division of FMC Corp., Middleport, N.Y. He was formerly assistant to the division manager of Niagara.

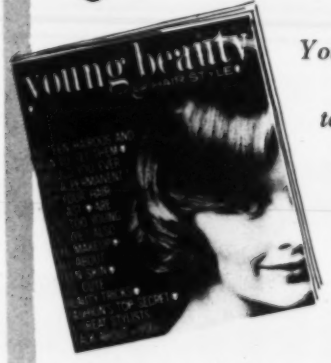
Wilson Named by 'Glamour'

Don Wilson, previously with the sales staff of *Redbook*, has been appointed manager of "At Home," a new entertaining and decorating section of *Glamour*, New York.

Baxter Appoints Dean

Wayne R. Dean has joined Don L. Baxter Inc., Dallas, as an account executive. Mr. Dean was formerly a merchandising manager at Texas Instruments Inc.

If you sell to teen-age girls
your message belongs in
MACO'S
young beauty
& HAIR STYLE



Young America's exciting new quarterly, tailored exclusively to the personal beauty needs of the multi-million teen-age market.

325,000* distribution

Written and edited by Richard and Mary McGee Williams, creators of Hairdo, Ingenue and other leading fashion and beauty magazines.

Designed and profusely illustrated in the Maco style.

Nationally-distributed by Independent News Company, world's largest distributor of newsstand publications.

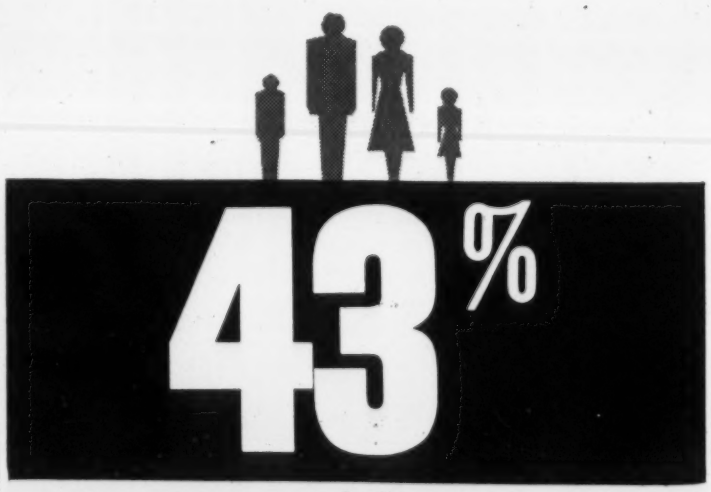
FREE!

Send us the name of your teen-age girl at home... We'll send her a FREE copy of YOUNG BEAUTY & Hair Style. Get your own expert's critique— (We'll count on getting a regular reader.)

AND FOR YOURSELF-
at the same time, request your copy of YOUNG BEAUTY & Hair Style *plus* your complete "Data For Advertisers" kit.

young beauty & HAIR STYLE
Advertising Representatives for Maco Magazine Corp.
THE BENJAMIN COMPANY
600 Fifth Avenue • New York 20, N.Y. • CIrcle 5-2550

* *Rates based on guaranteed newsstand sales of 175,000*



of all
Houston Daily Newspaper Families
read only THE CHRONICLE
These Families represent
An Annual Market Potential of
$817,904,000
that you get only by advertising in
THE HOUSTON CHRONICLE

Robert A. Fergusson, President, Rust-Oleum Corporation, compares exposure tests and advertising.

"Advertising...another essential kind of product exposure"

"Continuous exposure of our products to the elements helps us develop Rust-Oleum's line of protective coatings. Another kind of continuous exposure—advertisements concentrated in leading business publications—is an essential tool in selling our coatings in our prime markets. We use business publication advertising to cover the broad spectrum of American industry, and to penetrate selected vertical markets as well. Product exposure helps develop our products. Business publication advertising helps develop our markets. Both kinds of exposure are essential to Rust-Oleum."

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC. • 330 WEST 42nd STREET, NEW YORK 36, NEW YORK

More than one million key men in business and industry pay to read McGraw-Hill publications.

there's money to be made in the MUNICIPAL MARKET!

MAYOR AND MANAGER

LAW AND ORDER

72 W. 45th St. • New York 36, N.Y. • MU 2-6606

Hicks Schlenther Harrison Scott Huddleston

PLEASANT MOMENTS—*Corridor chit-chat at the 31st annual Southwestern Sales & Marketing Executives Conference, sponsored by the Southwestern Sales Executives Council, in Fort Worth is enjoyed by Howard J. Hicks, Beaumont Chamber of Commerce; Stanley Schlenther, Fuller & Smith & Ross, Fort Worth; Bill Harrison, Paul Rathgeber & Co., Fort Worth, general convention chairman; R. E. Scott, Gold Seal Co., Houston; and Charles E. Huddleston Jr., Socony Paint Products Co., Beaumont.*

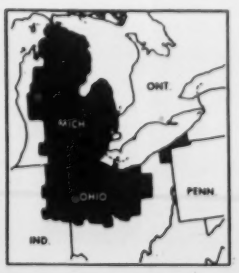
He's got acute politzomania . . . and it's catching!

When our sales reps saw the results of the 1961 WJR-Politz Study, they flipped! Now, normally they are quite an aggressive group. But this *really* got them. Their reaction to the contents of the study was far beyond our sales manager's fondest dreams. As one voice, they broke into a chant, "We love Politz, we love Politz!"

Alas, they had contracted acute politzomania.* And all it took was one exposure to one fact: Of the 175 stations mentioned in the 1961 WJR-Politz Study, one station—WJR—had 32% or 2,183,000 of the listeners. Since each rep left the office with his own copy of the complete study with *all* the facts, we thought it best to pass along a warning to all our friends in advertising:

Be patient. Our reps are so inspired that their enthusiasm just spills over. As they apply this new kind of radio research to your specific advertising objectives, you'll be able to reach logical prospects for your products. And these prospects are presented in a complete profile according to age, sex, socio-economic status, home ownership, radio listening habits, and other characteristics.

When you have this data in hand, just sit back and relax. Try not to be quite as conspicuous as our reps. But then who can fight politzomania?



The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

WJR DETROIT

760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U. S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

*po•lit•zo•ma•ni•a—*newly discovered advertising affliction. Highly contagious. Identified by uninhibited displays of enthusiasm. Always found in WJR sales reps who have 1961 WJR-Politz Study in hand. Time-buyers and ad managers particularly susceptible. Wipes out sales resistance. Appears in flashes of marketing insight. Only known remedy: Sign the order!*

Bolger Issues New Profile Study of 9 Business Papers

CHICAGO, Nov. 14—Bolger Co. has concluded its first media image profile of a specific industry, involving nine metalworking publications.

The results are a windup of a schedule which started with a 50-interview pilot study in June and July, 1961. It included the nine books, seven of which were sponsors. In August and September, a larger study evolved. It included three of the nine, with two—*Iron Age* and *Steel*—as sponsors.

As a result, only the individual images of the two magazines emerged, along with the average image of all nine publications. And of the two, only *Steel* decided to release its part of the study, namely, the results for *Steel* and *Iron Age*.

■ Bolger's project included 663 in-the-office personal interviews among management, production, engineering and purchasing men. Sponsors did not know who was to be interviewed. Readers qualified by having read or looked through at least every other issue of the publication for a year or more, and by receiving the magazine in his own name, by job title, or via a routing list.

Bolger, which uses representative descriptive terms from "Roget's International Thesaurus," boiled down its trait-by-trait comparisons into these "clusters"—dynamic, information, intelligence, influence, format, scope, status, moral and good will.

Working at a table or desk, respondents described what they thought about each book by working with six "answer cards." These read: "Definitely," "yes," "probably," "probably not," "no," or "definitely not." The readers then placed each of 32 "trait cards" on one of the six answer cards. Responses of "definitely" brought higher image scores than "yes," and so on. A total of 21,216 of the copyrighted cards were sorted by Univac.

■ The Bolger report presented its results on a comparative page-by-page basis for each trait. It also has a printed "image matrix"—a circular graph divided into 32 segments, each one representing a trait (courageous, pioneering, educational, etc.). By placing any one of three shaded acetate overlays over the circular graph, it is possible to see the degree to which people felt *Iron Age*, *Steel*, or all nine publications possessed each trait. For comparative purposes, each overlay is in a different color.

Copies of the report are available at $6 each from Bolger Co., 6 N. Michigan Ave., Chicago. #

Bullitt Heads King

Stimson Bullitt, Seattle lawyer, has been elected president and chief executive officer of King Broadcasting Co., Seattle, succeeding his mother, Mrs. A. Scott Bullitt, who founded the company in 1946 and now becomes chairman. King owns and operates KING (am-fm-tv), Seattle; KREM (am-fm-tv), Spokane; and KGW and KGW-TV, Portland. Mr. Bullitt is a partner in Riddell, Williams, Voorhees, Ivie & Bullitt, and is the author of "To Be a Politician" (Doubleday, 1959).

Hillhouse Joins Broyles

William A. Hillhouse has joined Galen E. Broyles Co., Denver, as an account executive. Mr. Hillhouse was formerly assistant to the president of Alexander Film Co., Colorado Springs.

CHALLENGER—*Schick Safety Razor Co., Culver City, Cal., has taken the plunge into the double-edge field. Initially, the blades will be advertised in the Los Angeles area (AA. Nov. 6), with eventual distribution in eastern markets. Newspapers, outdoor and television will be used. Robinson & Haynes, Los Angeles, is the agency.*

By '66, Heublein's Ad Spending to Hit $13,000,000: Martin

CHICAGO, Nov. 14—Heublein Inc. will have an advertising budget of $13,000,000 by 1966, it was predicted here last week by John G. Martin, board chairman of the Hartford, Conn., liquor and food company.

Speaking at a press luncheon, Mr. Martin said the company's current ad budget is $7,000,000. In addition to forecasting gains in ad expenditures, Mr. Martin predicted that during the next five years, Heublein sales will jump from $108,000,000 to $224,000,000 and that net profits after taxes will rise from $3,800,000 to $10,600,000.

Mr. Martin also forecast a bright future for vodka sales in the U.S. He said that Smirnoff vodka currently holds a 26.4% share of market and added that Heublein hopes to retain at least a 25% share of market for Smirnoff by 1966. He commented, however, that "price competition is brutal in the vodka field" and added that there has been a greater acceptance of cheaper vodkas by consumers in recent years.

■ Vodka consumption has been increasing each year, Mr. Martin said. He pointed out that currently there are more brands of vodka being sold than ever before. During the next five years, he predicted, Smirnoff sales will increase from 2,000,000 cases to 3,000,000 cases; bottled cocktails from 250,000 to 1,000,000 cases; A-1 meat sauce from 1,000,000 to 1,600,000 cases; and Heublein's other vodkas—Popov and Relska—would show a sales gain of 1,200,000 cases.

Edward G. Gerbic, senior vp, who heads up the company's ad department, told ADVERTISING AGE that Heublein will spend $7,000,000 for advertising during the fiscal year from July 1, 1961, to June 30, 1962.

Breaking down the budget, Mr. Gerbic said the company will spend $5,500,000 promoting its liquor products and $1,500,000 for its food products. Of the $5,500,000 for liquor ads, 45% of the money will go into magazines, 45% into newspapers and 10% into outdoor, he said.

■ Heublein will invest $3,250,000 for Smirnoff vodka ads and $1,000,000 for the company's line of mixed cocktails, which now include some ten items. Cocktail expenditures will be divided equally between magazines and newspapers.

About 80% of the $1,500,000 food ad budget will go into daytime network tv spots and the other 20% into radio spots, Mr. Gerbic said. A-1 meat sauce has dropped out of all magazines for the first time, he said, and it will be given much exposure on tv, as will Maypo oat cereal. Heublein will invest $600,000 for A-1 ads over the next year—a 25% increase over 1960-'61—and another $600,000 for Maypo, a 30% decrease from the past year. Mr. Gerbic explained the drop in Maypo expenditures by pointing out that the company now has national distribution for the cereal.

The company also plans to spend $100,000 for daytime tv spots for Cake-Mate decorating gels and icings, Mr. Gerbic said. He also disclosed that Heublein is testing a new less-expensive line of cocktails in four eastern markets, promoting them in newspapers via Victor A. Bennett Co., New York.

Heublein's agencies include Lawrence C. Gumbinner Advertising, New York, which handles Smirnoff vodka, Heublein's cocktails and cordials, Bell's scotch and Milshire gin; the Victor Bennett agency, which has Relska and Popov vodkas, Harvey's wines and Guinness stout; and Fletcher Richards, Calkins & Holden, New York, which supervises A-1 sauce, Maltex Co., Andersen's soups, Grey Poupon mustard and Ming tea. #

Champ, Wilson Promotes Slocum; Adds Molyneaux

Jerry L. Slocum has been named executive director of Champ, Wilson & Slocum, San Diego. He joined the agency in 1954.

George Molyneaux has joined the agency as public relations director. He formerly was a publisher of two weekly newspapers in California.

We Imprint Where To Buy • On Printed Pieces

Dealers Name etc.
On
Catalogs
Magazines
Folders - Cards
Any Amount
As Required

Sersen's Imprinting, Inc.
120 S. Sangamon
Chicago 7, Ill.

Health, Beauty, and Air Freight

"We have been a regular user of Emery Air Freight for the past two years," said Mr. Thomas Falvey, Traffic Manager of Lambert Hudnut, makers of such well known products as Listerine and Anahist. "Emery is part of our planned every-day operations. By using Emery we save on warehousing costs, yet keep our distributors supplied with our fast-moving products. During the year we launch many new products. It's impossible to know exactly when one of them will catch on. But when one does, you must have it on the counters. Fast, dependable delivery can mean the difference between profit and loss. We rely on Emery to deliver special promotion material on time and to keep our distributors stocked with our products to meet unexpected demands." To find out how much faster Emery can deliver your shipments anywhere in the country, call your local Emery man, or write . . .

EMERY AIR FREIGHT
801 Second Avenue, New York 17, New York
Offices in all principal cities.

Advertisers Find Diverse Ways to Fit Syndicated TV to Their Purpose

Users Range Widely in Size; in Nature from Auto Union to P&G

NEW YORK, Nov. 14—Syndication television buying has shaped up into three major patterns:

• Companies such as Anheuser-Busch find a film or tape series they consider compatible with their product and schedule it in most of their markets.

• The opposite point of view for syndication program sponsorship has been espoused by other advertisers, including R. J. Reynolds Tobacco Co., which backs a number of different syndication series in various markets.

• A third technique—now followed by the majority of national, regional and local advertisers—calls for the insertion of participations, generally minutes, in a wide variety of shows already booked on a given station. Procter & Gamble and Lever Bros., among others, lean toward this strictly numbers strategy.

■ The best record of who buys what in syndication throughout the country is the quarterly reports issued by Broadcast Advertisers Reports. These are based on monitoring in about 70 major markets throughout the U. S. The monitored area covers approximately 85% of the total syndication business. These reports are made available to tv stations without charge by CBS Films, a leading tv film distributor.

The last report, covering second quarter, 1961, scheduling, listed 369 companies which were full or alternate sponsors of syndication series. They ranged from Acme Food Stores, backer of the "Brothers Brannagan" in Altoona and Philadelphia to Ziegler Meat Products, sponsor of "Trackdown" in Birmingham.

Among the noteworthy program sponsors during the survey period were Studebaker, whose "Mr. Ed" has now switched to the CBS-TV network; Ballantine, which teams the syndicated "The Third Man" with a regional network schedule on NBC's "Sing Along With Mitch"; Carling Brewing, with "Jim Backus" in 18 markets and several other shows spread throughout its marketing area; Kroger Food Stores, with 13 different programs each in one market; exercise man Jack La Lanne, a relative newcomer who sells his own named line of products, and Lay's potato chips, a major regional advertiser.

■ Not itemized in this report but very active in this area are Kellogg and U. S. Borax & Chemical Corp. These were omitted because of an "editorial decision of BAR," which will reverse itself in the third quarter report. In most of the country Kellogg fully sponsors "Huckleberry Hound," "Yogi Bear," "Quick Draw McGraw" and "Woody Woodpecker." U. S. Borax carries "Death Valley Days" on a substantial lineup.

Judging from this report, the most enthusiastic syndication program users come from the beer, cigaret, food and oil categories. But the ranks also include banks, auto dealers, furniture stores and other retailers. Among the offbeat types of sponsors: United Auto Workers, backer of "Telescope" in Detroit, and the *Dallas News*, sponsor of "Brothers Brannagan," "Lockup," and "Royal Canadian Mounted Police," all in its home city.

What is the thinking behind the three major buying patterns now prevalent in the industry? The individual show sponsor chooses to concentrate his tv dollars on the same show for much the same reason as he does in network tv—that is, he finds a program of the type needed for his product, a program with which he likes the idea of being associated and a vehicle that he thinks will be good for the company. Such a buyer is Budweiser, which has the rights to "The Third Man" for the country and sells of the show in non-Budweiser marketing areas.

■ Merchandising support from the syndicator, and dealer considerations—it's easier to whip up dealer enthusiasm for a single, big buy—also sway an advertiser.

At the opposite extreme are the participation buyers who give prime consideration to flexibility and cost per thousand. These advertisers are likely to shift their syndication dollars around frequently and to buy into whatever films look best on a cost basis.

In between are the program users who seek a degree of identification with their tv fare. They pick their markets, see what syndication show is doing well there and wait for an opportunity to move in as alternate or full sponsor. This negates the need for concern over finding a choice time spot for a show brought in from the outside. It gives the advertiser flexibility in choice of time periods and shows, and he generally can buy shorter term runs.

Leading TV Syndication Sponsors

Second Quarter, 1961

Source: Broadcast Advertisers Reports

FULL OR ALTERNATE WEEK SPONSORSHIP

Sponsor	Show	Syndicator	Number of Markets
AFL-CIO	Americans At Work	National Telefilm Associates	11
Ballantine	Shotgun Slade	MCA-TV	12
	The Third Man	NTA	1
Blue Plate Foods	Brothers Brannagan	CBS Films	11
	Johnny Midnight	MCA TV	1
	Whirlybirds	CBS Films	1
Blue Cross	Medicine 1961	Screen Gems	3
	Best of Post	ITC	1
	What's Your Problem	———	1
Brown & Williamson	Dangerous Robin	Ziv-United Artist	11
	This Man Dawson	Ziv-UA	1
	Tombstone Territory	Ziv-UA	5
	Tales of Vikings	Ziv-UA	1
Budweiser	Third Man	NTA	26
	Tightrope	Screen Gems	1
	Trackdown	CBS Films	1
	U. S. Marshal	NTA	1
Camel	Brothers Brannagan	CBS Films	8
	Manhunt	Screen Gems	4
	Sea Hunt	Ziv-UA	4
	Shot Gun Slade	MCA TV	5
	Third Man	NTA	14
	Two Faces West	Screen Gems	2
	Four other shows one market each		
Carling Brewery	Jim Backus	NBC Films	18
	Tightrope	Screen Gems	2
Chevron	Sea Hunt	Ziv-UA	7
Conoco	Blue Angels	NBC Films	9
	Play of the Week	NTA	2
	Two Faces West	Screen Gems	1
Drewrys	Manhunt	Screen Gems	9
	Four Just Men	ITC	1
	Two Faces West	Screen Gems	1
Falstaff	Brothers Brannagan	CBS Films	2
	Coronado 9	MCA-TV	2
	Four shows in one market each		
Fels Naptha Products	Dangerous Robin	Ziv-UA	2
	Jim Backus	NBC Films	1
	Miami Undercover	Ziv-UA	1
Ford	Sportsmans Friend		2
	Three shows in one market each		
Gordon Food Products	Linkletter & Kids	Programs for TV	17
Jack La Lanne Products	Jack La Lanne		23
Jax Beer	Manhunt	Screen Gems	3
	Two Faces West	Screen Gems	3
	Dangerous Robin	Ziv-UA	1
Kroger	13 different programs, each in one market		
Lay's Food Products	Deputy Dawg	CBS Films	7
Lucky Strike	Jim Backus	NBC Films	2
	Lockup	Ziv-UA	10
Miles Labs	Manhunt	Screen Gems	3
	Four in one market each		
Pepsi-Cola	Five in one market each		
Rheingold	Four in one market each		
Richfield Construction Co.	Five in one market each		
Rust Oleum			
Rust Preventive	Four in one market each		
Strietmann Bakery	Manhunt	Screen Gems	3
	Lockup	Ziv-UA	2
	Rescue 8	Screen Gems	2
	Six in one market each		
Stroh Brewery	Tombstone Territory	Ziv-UA	4
Studebaker	Mr. Ed	Filmways	33
Tidewater Petroleum	Project Man in Space	David L. Woper	6
Tidy House Products	Polka Parade	Paramount	6
Utica Club beer	Four in one market each		

Note—CBS Films distributes their quarterly reports without charge to every tv station in the country.

SAMPLER—*This 2-color promotion piece for Tidy House's Mighty Mix, a 1-shot laundry packet, is duplicated in daily newspaper ads in the four-market test being conducted by the Pillsbury Co. division. McCann-Marschalk, New York, is the agency.*

Pillsbury Tests Its Mighty Mix Laundry Packet

MINNEAPOLIS, Nov. 17—Mighty Mix, a pre-measured soluble washing packet, is being tested by Tidy House products division of the Pillsbury Co. in four major markets with heavy television and newspaper advertising.

In addition to Syracuse, (AA, Nov. 13) the markets are Denver, Jacksonville and Omaha.

Spot tv announcements began Nov. 7 on two stations in each test market and are expected to continue for at least eight weeks.

In addition, 1,500 line two-color ads ran Nov. 6 and 13 in the *Syracuse Post-Standard, Syracuse Herald-Journal, Jacksonville Times-Union, Denver Post* and *Omaha World-Herald*. Pillsbury said 1,200 line b&w ads will follow in ensuing weeks.

Household sampling was completed in 11 days in the Syracuse market starting Nov. 6. Crews passed out three packets, plus a coupon good for 25¢ toward purchase of any size Mighty Mix package.

■ The product, described in the advertising as "the world's first complete laundry mix," comes in a two-part, transparent soluble packet. A big blue pocket holds all the ingredients needed in a wash—detergent, bleach, softener and deodorizer—in a balanced blend. A white pocket holds a booster cleaning agent that steps up action of the other ingredients.

All the housewife has to do is toss the package in any washing machine (it is specifically recommended for toploading washers). The packet dissolves on contact with the water.

Pillsbury figures the cost amounts to about 10¢ a wash load—a saving of 50% more than wash ingredients purchased separately.

In each test market housewives are being offered two box sizes—a 15-packet box selling for $1.49 in all markets, plus a box of nine packets for 95¢ in Syracuse and Omaha, or a box of six packets for 69¢ in Denver and Jacksonville. #

Rogers Boosts McCormish

Rogers division of Cahners Publishing Co., Englewood, Colo., has promoted Thomas F. McCormish, director of marketing, to vp, marketing.

Cosmetics Ads, Not Products, Vex Medics

'Lewdly Hucksterized,' Says Prof; Soap Isn't Sole Culprit in 'Eczema'

DALLAS, Nov. 15—Cosmetics advertising may be esthetically offensive, but the products are physiologically harmless, Dr. Albert Kligman, University of Pennsylvania professor of dermatology, said here last week.

Dr. Kligman spoke at a "Symposium on Cosmetic Problems in General Practice," held in conjunction with the annual meeting of the Southern Medical Assn. and sponsored by the American Medical Assn.

"Cosmetics technology is a really impressive accomplishment," he said. "We shouldn't show contempt for it."

While most of the cosmetics are "lewdly hucksterized and oversold," he said, they "are harmless and do add to the attractiveness of the individual."

■ Soap and water are too often vilified as the cause of "housewife's eczema," said Dr. Donald J. Birmingham, medical director, division of occupational health, U.S. Public Health Service, and associate professor of dermatology at the University of Cincinnati.

"All too frequently," he said, "this disease is diagnosed categorically as being due to soap and water, without any consideration being given to other contact agents present in the household.

"The average housewife handles so many materials during the day that scarcely anyone can comprehend fully the harmful potential of the most modern household."

Beside detergents, bleaches and cleansing agents, he said, "the housewife is exposed to floor waxes, wax removers, oven cleaners, metal polishes, toilet and lavatory bowl cleansers, disinfectants, solvents, paints, gasoline, naphtha, ammonia, car polishes, insect sprays, garden pesticides, weed killers and fertilizers, which represent some of the materials known to produce a contact dermatitis." #

Consolidated Newspapers Adds Pensacola Daily

Consolidated Consumer Analysis Newspapers has set February, 1962, as target date for publication of all individual Consumer Analysis reports, 90 days ahead of past years' books. Under the new arrangement, it is expected the 1962 Consolidated Consumer Analysis will be released in March instead of May.

At the same time, the *News-Journal*, Pensacola, Fla., has become a member of the group. In addition, Bisbing Business Research, Milwaukee, has been appointed consultant to the 18 member newspapers of the Consolidated group.

Republic Appoints Davidson

Republic-Transcom Industries, Beverly Hills, Cal., manufacturer of water heaters, garbage disposers, air conditioning equipment and other products, has named David Davidson Advertising Agency, Hollywood, as its agency.

KMOX Boosts Koch, Daly

Alice Koch, promotion manager, has been promoted to the new post of assistant to the general manager of KMOX, St. Louis. Aline Daly, formerly assistant promotion director, will succeed Mrs. Koch.

A very particular 1,200,000 readers know...

DEPTH

makes the important difference in this news magazine

News today is more than what appears on the surface.

News in depth is necessary to give the reader the full story.

People with important responsibilities must know more than the surface facts of national and world affairs. They are not content to skim the headlines; they want to get at and understand the issues behind important news.

"Depth" reporting and analysis in "U.S.News & World Report" not only tell what happened, but why it happened and what is coming next. Often, this kind of news reporting produces original news—news to be found nowhere else.

The skilled reporters and editors of "U.S.News & World Report" dig deeply and vigorously week after week to answer the key questions that surround the news. Consequently, they come up with the complete news—all the essential information, all sides of controversial questions.

News in depth is, above all, useful news. That's why the pages of "U.S.News & World Report" attract not just readers, but leaders in business, industry, government, the professions, the community.* They read and think more deeply about the news and its consequences. This news is not of casual interest, but of absorbing concern because it relates directly to them, to their larger-than-ordinary responsibilities, to their immediate and future actions.

This, then, is a magazine whose quality of content is the key to its quality of audience. No wonder more and more national advertisers are spearheading their selling campaigns in "U.S.News & World Report." No wonder more and more of them regard it as . . .

...the most important magazine of all

U.S.NEWS & WORLD REPORT

"Useful News for Important People"

NOW MORE THAN 1,200,000 NET PAID CIRCULATION

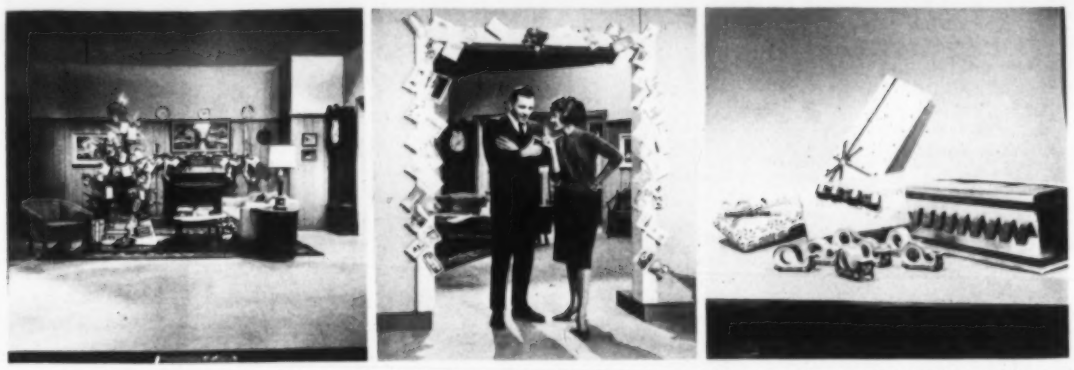
*Non-duplication is an important fact of life in the news magazine field. Busy people seldom have time for more than one. For example, 95% of the combined circulation of "USN&WR" and Time goes to people who subscribe to only one or the other. In the case of "USN&WR" and Newsweek, the figure is 94%. For the documentation of this waste-less, non-duplicated coverage, ask your advertising agency or our advertising offices nearest you.

PHOTO-GRAPHIC REVIEW

Koplar Bender Dickey

45TH BIRTHDAY—*The Women's Advertising Club of St. Louis observed its 45th anniversary with a champagne cocktail party in the club's headquarters in the Chase-Park Plaza Hotels. Harold Koplar, landlord of the club, donated the cake. Mrs. Theodore Bender, the only living charter member of the club, helps Mrs. Marion Dickey, St. Louis Hostess Co., club president, cut the cake.*

DECORATIVE TOUCH—*Theo. Hamm Brewing Co. has brightened up its Chicago warehouse with special outdoor posters.*



3M CHRISTMAS—*Minnesota Mining & Mfg. Co., St. Paul, will launch a 13-week schedule of participations on ABC-TV's "Ben Casey" Nov. 27 with this pre-Christmas commercial for its Scotch brand tape. The tv ad promotes use of the tape for such holiday decorations as gift wrapping and hanging cards and novelties on the Christmas tree, mantel or doorway. Videotape Productions of New York produced this commercial. MacManus, John & Adams is the agency.*

KILLER DILLER—*KPIX, San Francisco, has been titillating viewers with offbeat on-the-air station promotions featuring comedienne Phyllis Diller. Stills above are from a spot featuring Miss Diller as a "typical housewife." Without benefit of a written script, she quips: "My kitchen has been declared a disaster area. I can't imagine why." The last photo shows a tv set in an oven tuned to Channel 5 (KPIX in San Francisco) as the lounging Miss Diller asks, "How's this for a tv dinner for five?"*

MIDNIGHT FLING—*Arnie Rothman (left), advertising manager of Broadstreet's, chats with Bert Rovics, account executive at Rockmore Advertising Co., at a midnight champagne party hosted by Show Business Illustrated to salute the new Broadway season.*

Root Smith Graves Mark
Verschoor Riso Philipp Walsh

NEW CHAPTER, OFFICERS—*Officers of the newly-formed Philadelphia chapter of the International Advertising Assn. pose before beginning of the group's first meeting. They are William Verschoor, Steel, vp; Ovid Riso, Philco International, president; Cedric Philipp, Wyeth Pharmaceuticals, vp; Michael Walsh, Aitkin-Kynett, secretary; John Root, Alan Wood Steel Co., treasurer; George Smith, Esterbrook Pen Co., director; Richard Graves, Iron Age International, director; and Irving Mark, Arndt, Preston, Chapin, Lamb & Keen, secretary.*

COFFEE TIME—*A Westclox electric alarm clock is offered for $2.75 and a label from Borden's instant coffee in weekly ads in 75 newspapers and in point of sale. Doherty, Clifford, Steers & Shenfield is the Borden agency.*

Why our wife doesn't go to beauty parlors

Recently, we got a letter that would curl your hair. It was from the angry owner of a beauty salon, whose request for a Business Week subscription had been refused.

Does this mean we don't like beautiful women? Certainly not. We married one.

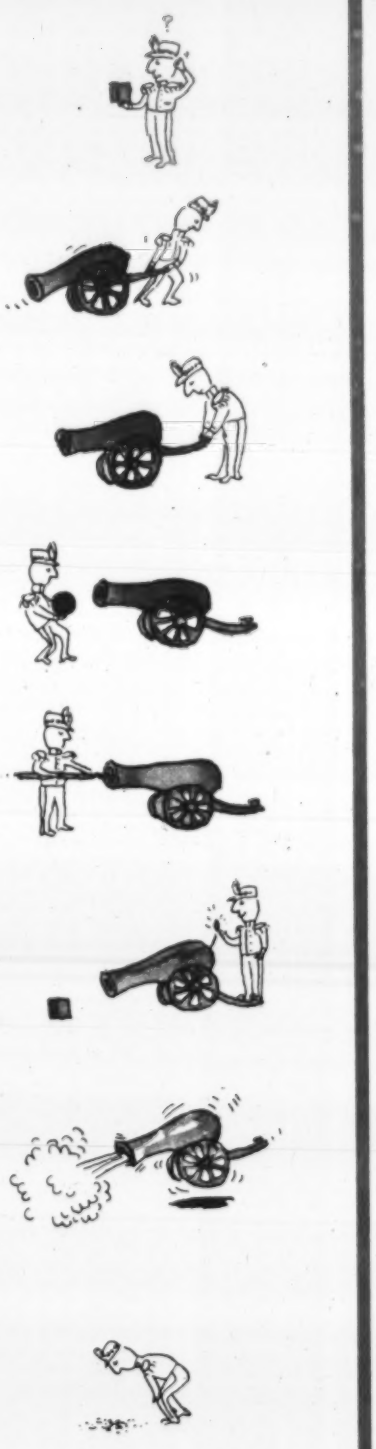
But it *does* mean that we cannot, in all conscience, solicit Business Week subscriptions from anyone but *management men*. Our magazine is written and edited for them. We don't believe beauticians (or others outside the management sphere) can really *use* our treatment of the business news.

The result of this policy is an amazingly concentrated audience of decision makers—the people who can say "yes" or "no" to a business proposition.

We hope our beautician friends forgive us. Our wife really needs them. No, dear, we didn't mean it *that* way.

You advertise in Business Week when you want to influence management men.

BUSINESS WEEK, A McGraw-Hill Magazine



almost any package is easier to open with . . .

ZIP-TAPE®

THE DOBECKMUN COMPANY
A Division of The Dow Chemical Company
CLEVELAND 1, OHIO • BERKELEY 10, CALIF.
Offices in most principal cities

Godfrey Stirs Up Interest in Radio With 2-Week Tour

By Maurine Christopher

NEW YORK, Nov. 14—Nobody works harder than Arthur Godfrey these days to keep alive the programming spark of network radio.

Mr. Godfrey was back at his New York headquarters last week after two weeks of touring his daily CBS show. Radio's most famous red head said he was on a "politicking trip," mending fences for the network with midwestern stations, some of which were wondering if they needed a network any more, and trying to assess for himself the impact and enthusiasm still generated by radio.

He left on his southern-southwestern trek convinced that ratings, which don't match up with his sales results, were not an accurate reflection of radio's potency. The sales story of which he's proudest currently is the 30% gain made by Bromo-Seltzer, sponsor of one 10-minute participation weekly—"a real challenge for me since this was rather like buying a spot"—on his show.

■ "One lady wanted to know why I switched from Lipton to Tetley," he recalled. "I told her Lipton fired me and I had to look for another sponsor."

Godfrey's daily 50 minutes of music and talk is near the sellout mark for the fourth quarter with 18 companies on the sponsor list. Biggest buyers: Corn Products, three 10-minute segments weekly; Amana, 2½; and Warner-Lambert, two a week, one for Listerine and one for Bromo-Seltzer. The program contributes about $5,000,000 to CBS Radio's annual gross.

A side trip was to Cedar Rapids, where the entertainer attended Amana's annual sales convention to help stir up enthusiasm for the sponsor's coming sales drive.

In a soft radio market, "Arthur Godfrey Time" is priced higher than daytime tv. One weekly segment, with a major commercial one day and a minor (technically 30 seconds) commercial the next on a 52-week contract costs $4,900; for a 26-week contract, the smallest acceptable, according to CBS, the price of the weekly segment is $5,200. Daytime tv exposure on the networks can be had for as little as $2,300 to $3,200 per minute.

■ Among other things, Mr. Godfrey thinks his trip should prove to agencies, advertisers and stations that it isn't true that "only old folks listen to Godfrey" (there were big turnouts of college kids in New Orleans and young marrieds in Texas); and the show is still strong with radio "foreground listeners," those who pay attention and hear the commercials.

Godfrey Stanton Hayes

PEREGRINATION PLANNING—*Arthur Godfrey discusses his trip with Columbia Broadcasting System's president, Frank Stanton, and radio network chief, Arthur Hull Hayes.*

A loyal company man, Mr. Godfrey answered softly when asked how it was that CBS-TV had room for two "Gunsmokes," but no room for one Godfrey this season. Some months ago, Arthur signed the William Morris Agency to sell him on tv. He blamed his temporary absence from television on his illness, which forced his first layoff; on the "Candid Camer" detour, on the tv system, and on the "new bunch over there at the tv network, who consider Godfrey a has-been."

■ There have been talks with Frank Stanton, president of CBS, an old friend. Mr. Godfrey said he expects to get time for three specials in 1962—the first perhaps in January, though no sponsor is set yet—and a regular weekly time spot on the 1962-'63 schedule.

The former Chesterfield spokesman had not heard about the circuit court decision against Chesterfield by a lung cancer sufferer. The decision, which held that Chesterfield's "harmless" advertising claims constituted a warranty, quoted some Godfrey commercials based on a study made to show that the cigarets were not harmful.

■ Mr. Godfrey said Liggett & Myers went to great pains to make that study and to point out the salient features to him. "They convinced me they were right, or I never would have said what I did," he said. "And we don't know yet they were wrong." He quit smoking long before he got cancer.

"Besides," he asked, "don't you remember how I used to handle those commercials? As I smoked I would say something like, 'Now isn't this a silly thing to do? But we do it for pleasure. And if you're going to do it, smoke the best, smoke Chesterfield.' " #

WTRF-TV STORY BOARD

"Vie?"

INCENTIVE PLAN! You work for peanuts until you prove your salt . . . then you get salted peanuts!

Wheeling wtrf-tv

MORNINGS would be great if they weren't so early!

wtrf-tv Wheeling

VP BOB FERGUSON said it when one WTRF-TV salesman didn't show up for three days "Hope it's not a bad case of whiskey!"

Wheeling wtrf-tv

KAREN COED reports that when the prof asked Connie what current fad contributed to the higher education of man, she ventured "Short skirts?"

wtrf-tv Wheeling

CASTRO OILING! The only way he'll acquire polish is by drinking it.

Wheeling wtrf-tv

GRAPEWINE report from our 49th wineyard advizard . . .
He: "Lady, I just flew in. Before I go into town, could you tell me if Hawaii is pronounced Ha-wah-ee or Ha-vah-ee?"
She: "Why it's ha-vah-ee, of course."
He: "Thank you very much."
She: "You're welcome!"

wtrf-tv Wheeling

VIGILANT VIXEN! She had to let the maid go 'cause he wouldn't.

Wheeling wtrf-tv

VIE? SELL? Of course we do! We woo and sell the big and buying TV audience in the Wheeling-Steubenville Industrial Ohio Valley. From Wheeling, WTRF-TV will give them a message for you . . . just ask our rep, George P. Hollingbery, he'll tell all and will be glad to schedule your next spot campaign.

wtrf-tv Wheeling

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

CHOICE CHICAGO
OFFICE SPACE
in the
Advertising Age Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue —close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)

Fallout Shelters Create Talk, Little Ad Activity

(Continued from Page 3)

a flurry of civil defense anxiety but got an unsatisfactory response. It attributes the lack of response by the public to confusion about the whole shelter program, and it plans to wait for local or federal government to do something about clearing up this confusion before it does any extensive advertising.

The company says there is greater interest in shelters in New York, Florida, California and New Mexico.

■ World Wide Shelter Engineers, a recent entry in the fallout shelter field, has been advertising only in the four major Chicago newspapers. It reports that it has sold 30 shelters in the past three-and-a-half weeks, selling nine out of every ten who have inquired after seeing the ad.

The company also uses direct mail (including a cardboard die cut which can be assembled into a model replica of a shelter) and direct selling. When the company finishes building a shelter, it holds a shelter party for about six neighboring couples, providing coffee and doughnuts. The company says its sells two of every six couples in this way. McCarty Co. is the agency for World Wide.

Instant money
for
FALLOUT
shelter
construction
• See your builder or contractor. Then . . . come to The Dime for Instant Money for Fallout Shelter construction.
• Easy payment monthly budget terms available.
• Remember — the right loan will cost you less. We'll be happy to help you. You needn't be a Dime Depositor.
WRITE OR PHONE TR 5-3200 for complete information on Instant Money Loans for construction, repair, rebuilding, redecorating or any other expansion or improvement.
The Dime
SAVINGS BANK OF BROOKLYN
Downtown ..... Fulton Street and DeKalb Avenue
Bensonhurst ..... 86th Street and 19th Avenue
Flatbush ..... Avenue J and Coney Island Avenue
Coney Island ..... Mermaid Avenue and West 17th Street
Green Acres ..... Green Acres Shopping Center, Sunrise Highway, Valley Stream P.O., N.Y.

INSTANT MONEY—*Dime Savings Bank of Brooklyn offers to finance the building of shelters.*

■ Actual home fallout shelters built in the Chicago area, however, as AA completed its survey, totaled only 18, all constructed during the past three months, according to a builder's estimate.

Media in the area report very little advertising for shelters and express reluctance to seek out any such advertising.

Larry Knott, vp, advertising, of the *Chicago Sun-Times* and *News*, said, "We take a dim view of this kind of advertising. Personally, we feel it is scare stuff, and we are proceeding slowly, very slowly."

Gabe Joseph, advertising manager of the two papers, said, "We do not want to commercialize on any type of hysteria." On Sunday, Oct. 8, the *Sun-Times* ran a special section which included a civil defense booklet on the construction of home shelters. "We didn't seek any advertising for this section," Mr. Joseph said.

■ He said that prior to the special section, they had only one fallout shelter account, which had pulled about 200 calls. Since then they have had about five advertisers.

■ The *Chicago Tribune* has had a slight increase with small ads in its neighborhood editions starting about April or May. The *Tribune* and the *American* use the Better Business Bureau standards for acceptance purposes.

New York

New York City's Office of Civil Defense reported that President

(Continued on Page 92)

Get the Low-Down on Your Entry

Knowing where to get reliable, forehand information is as important as the information itself. That's why 35 leading research organizations regularly use South Bend for product testing and opinion surveys. They have discovered that South Bend has the vital qualifications for a good test market: balanced industrial-agricultural composition; stable employment from diverse industry; adequate distribution facilities and market saturation by just one newspaper . . . The South Bend Tribune. Free market data book shows why South Bend has earned the title, "Test Town, U.S.A.". . . details The Tribune's service for test campaign advertisers.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend, Ind. Market Seven Counties, over One-Half Million People

Franklin D. Schurz, Editor and Publisher—Story, Brooks & Finley, Inc., National Representative

■ Prompted by carefully screened N.E.D. sales leads, one N.E.D. advertiser switched more than 75% of his business into more profitable *new* markets.

Your N.E.D. representative can cite dozens of similar cases to prove N.E.D.'s effectiveness in: (1) finding *new* and different markets for established products as well as new products, (2) uncovering hidden buying influences, and (3) reaching the known but hard-to-see people who make buying decisions.

Your advertising in N.E.D. does these important jobs while maintaining broad industry-wide contact with present customers and prospects. That's why more companies looking for *new business* place more product advertising in N.E.D. than in any other industrial publication. *Case histories on request.

A PENTON Publication, Penton Building, Cleveland 13, Ohio

NEW EQUIPMENT DIGEST

NBP BPA

Industry's leading Product News Publication

Now over 88,000 copies (total distribution) **in over 46,700 industrial plants**

Account Man Harry: "Hey, Bill, you can't kill this idea —it's too hot!"

Client Bill: "But how can you even think of promoting the oldest and largest independent data-processing service with hand bills. That went out with beer buckets and mustache cups. You might as well advertise by carrier pigeons. It's just as wacky!"

Account Man Harry: "That's not commissionable. Besides, pigeons don't go with your corporate image."

Client Bill: "You can say that again."

Account Man Harry: "Seriously, you've got a service package that saves time and money for any agency or research department. You're PROBLEM SOLVERS—*not* MACHINE TIME PEDDLERS."

Client Bill: "O.K., already! But where do we start?"

Account Man Harry: "Let's plug it in *Ad Age* and blow fuses all over town."

stc Established 1933

Statistical
TABULATING
CORPORATION
NATIONAL HEADQUARTERS
104 South Michigan Avenue
Chicago 3, Illinois
OFFICES IN PRINCIPAL CITIES—COAST TO COAST

THE STATISTICAL MARK OF EXCELLENCE

Fallout Shelters . . .

Kennedy's somber nuclear talk on July 25, coupled with an announcement by Mayor Wagner that he was pressing a citywide fallout survey, touched off an "avalanche" of inquiries from families.

Robert P. Schron, director of public information of the Better Business Bureau of Metropolitan New York, told AA the local BBB is "waiting for federal clarification" on "what the minimum requirements are for shelters—particularly endorsements of shelter design."

■ One of the big guns in the fallout picture is Lancer Survival Corp., New York. The company has been marketing its items for nearly two years, but since President Kennedy's July speech, activity has increased "about 1,000%."

Peter A. Cattano, president of Lancer, said his company had no problem getting shelter designs accepted. Lancer prices range from $199.50 for a do-it-yourself type, to $3,000 for its deluxe job.

■ Advertising by Nassau Concrete Products, Baldwin, N.Y., mostly direct mail, has been split about 75% to the masonry trade and 25% to architects. A "few" consumer ads have appeared in newspapers in the past three months, the period in which Nassau Concrete has offered fallout protection.

■ Survival Equipment Co., Yonkers, originally was set up as a technical consulting service with chemists and engineers on its staff. Survival today acts as a "gathering place" for equipment ranging from a $1.99 shatter-proof flashlight to a $284 hand-powered blower for a group shelter.

The company's ad program, handled by Diener & Dorskind, New York, has cost about $1,000 a week for newspaper space and radio time and probably will get higher.

Reaction to advertising has been "cumulative," with about 50 phone calls the day after an ad runs. "Most of these, however, are requests for basic information on topics like food and sanitation."

■ On the New York newspaper scene, Monroe Gensler, advertising director of the *New York Journal-American*, said two fallout advertisers were accepted in the past, but "only after cursory investigation, guided by the bulletin put out by the Better Business Bureau."

The *New York Mirror* ran a complete fallout shelter special section on Oct. 8. A 16-pager, it included 18 different ads on products ranging from survival kits to Bendix radiation detectors and Zenith transoceanic transistor portable radios.

■ At the *New York World-Telegram & Sun*, retail ad manager Syd Ritter said his crew "will accept the business, depending on the wording of the ads." He thought the big problem is implication of civil defense endorsement and said any ads bearing this message would get the boot from the *World-Telegram*.

Harry Rosen, vp of advertising of the *New York Post*, said, "No fallout ads have been submitted to us."

The *New York Times* said it has made "no policy decision" in this area, and is "watching closely" for copy claims.

■ New York radio stations appeared to be aware of promotions by fallout shelter makers, but have not been approached as yet on the subject.

■ Michael J. O'Neill, advertising director of *TV Guide*, said that none of the weekly's 63 regional editions has carried fallout shelter advertising thus far.

The Saturday Evening Post issued this brief reply when queried about fallout linage: "Neither the *Post*, nor any other Curtis publication, has been offered, has solicited, or has published such advertising."

Popular Science said it would run a half-page ad on the shelters in its January, 1962, issue, but declined to describe the advertiser or the gist of the copy. The magazine explained that "no controls" on fallout ad copy have been installed to date.

Newsweek's reply was direct and to the point: "There have been no inquiries, and there is no formal policy."

■ Three magazines of Time Inc. have picked up fallout shelter ads for their regional editions. In its Nov. 24 issue, *Time* will carry a four-color page for Kelsey-Hayes Co., Philadelphia, via its agency, Zimmer, Keller & Calvert, Detroit. The ad will appear in the publication's central and eastern editions.

The southern edition of *Sports Illustrated* will run a half page in two colors on another shelter, and in January, *Life* has a b&w regional page scheduled.

Hartford

In Hartford, Conn., a blast-and-fallout-conscious area by virtue of its numerous defense industries, the *Hartford Times* has a shelter display in front of its building. The do-it-yourself unit retails for about $225.

Recently, the newspaper's advertising department "jumped on the bandwagon" created by the *Times'* editorial promotion of fallout protection. It wound up with ad schedules for four or five shelter builders.

Los Angeles

Oddly, all has been extraordinarily quiet on the western fallout shelter front. In Los Angeles, a city bulls-eyed by concentric circles of super-strategic industrial complexes, fallout shelters have been as popular among the public as mole holes on a croquet court.

A three-week check of local media by AA failed to turn up any regularly advertised fallout shelters. Master Builders, a construction company that had advertised shelters until recently, told AA it quit in disgust after President Kennedy announced a government program which would provide home shelters at a minimum cost of from $150 to $250.

■ A relatively successful marketer of fallout shelters in the greater Los Angeles area is Foxhole Shelters Inc., operated as a subsidiary of Catalina Swimming Pools. (Most shelters in the area are supplied by companies whose primary business is in building or pool construction. Few advertise, preferring to push the high-ticket items on a salesman-to-prospect basis.) Foxhole's sales manager reported the company has sold 500 shelters (price upwards of $2,500), since entering the field in 1959. Advertising of Foxhole shelters has been limited to small-space, once-a-week ads in local newspapers. Copy and art used in the ads are models of the conservative approach.

Dallas

Megatonmania has swept this area's populace. A concentration of aircraft-missile industries and air base installations in Fort Worth's and Dallas' backyards make it a prime target area, and the folk are acting accordingly.

There are scores of fallout shelter manufacturers and new ones pop up almost daily.

Perhaps the biggest is Lone Star Steel Co., Dallas, which introduced its Shield O'Steel fallout shelter on Sept. 21. L. D. (Red) Webster, vp in charge of advertising and public relations, told AA his company has spent about $5,000 on advertising its product so far, using newspapers exclusively.

"Response has been tremendous," Mr. Webster reported. "More than 5,000 inquiries have been received. Six orders were delivered last week. Orders have come from Fort Worth, Houston, Corpus Christi, many towns in East Texas, and others," he added, "and we haven't been able to keep up with the demand."

Don L. Baxter, Inc., Dallas, is the agency.

■ Seaglass Survival Shelters, Dallas, has spent $30,000 on advertising, including $10,000 for a film, since it put its product on the market in October, 1960. The current campaign, running in the *Wall Street Journal* and other newspapers and the Nov. 20 issue of *Sports Illustrated*, is budgeted at $10,000, according to Jerry Keefer, sales manager. Ted Workman Advertising, Dallas, is the agency.

■ International Mfg. Co., Dallas, which entered the fallout shelter business in recent weeks, expects to spend $30,000 advertising its product the next six months. The nine-year-old company has budgeted this amount for home shows, shelter shows, fairs, newspapers and radio.

■ Family Fallout Shelter, Dallas, was in the shelter business two weeks before President Kennedy's speech, according to Walter Hailey, manager. It is spending $3,000 on newspaper, radio and direct mail advertising and has worked with Civil Defense and BBB and has had no trouble as to acceptance.

Mr. Hailey said that there has been "very little" response from the public.

Brickstone of Dallas, a dealer, who has been in the shelter business two months, spent $1,470 for exhibit space at the State Fair of Texas last month and $140 for 5,000 folders to distribute there. Frank Jordan, manager, reported that response "was very good until President Kennedy came out with the statement that he would see that every citizen could get a fallout shelter for as little as $150."

■ In Dallas and Fort Worth, newspapers are getting most of the advertising dollars, radio a little and television none at all.

The *Dallas Times Herald* is accepting fallout shelter advertising and "hasn't as yet imposed any control on copy," according to James A. Lovell, advertising manager.

He reported there was no shelter advertising in the *Times Herald* before the Berlin crisis. The paper published a special section on shelters Nov. 10.

■ Cy Wagner, advertising director of the *Dallas Morning News*, reported that fallout shelter advertising has tripled since the Berlin crisis.

As one of the sponsors of a big Fallout Survival Show on the 20th anniversary of Pearl Harbor, the *Dallas Morning News* will run a special section on fallout shelters Dec. 7.

The Dallas Market Center and the Women's Auxiliary to the Dallas County Hospital District are co-sponsors with the *News*. The public will pay $1 to view the exhibition.

Horace Ainsworth, who will coordinate the show for the Market Center, said that more than 100 exhibitors of survival shelters, allied equipment and supplies have contracted for space.

■ Jack Campbell, advertising manager of the *Fort Worth Star-Telegram*, said that advertising of fallout shelters has increased 80% since the Berlin crisis. "We impose no control on copy as yet, but that doesn't mean we won't," he added.

The southwestern edition of the *Wall Street Journal* imposes rigid controls on fallout shelter advertising, according to Bob Archer, senior advertising salesman. Each ad not only has to have been accepted by the Office of Civil Defense Mobilization, but the order must be accompanied by a letter showing OCDM's acceptance. No complaints have been received from the public, Civil Defense or BBB.

■ KRLD-TV; WFAA (tv, am, fm); WBAP-TV; WBAP (am, fm); KRLD (am, fm); and KBOX, all reported (1) they would accept fallout shelter advertising, and (2) so far they have received no requests from advertisers of fallout shelters.

Richard L. Kanatzer, general manager, KLIF, said that the station is accepting fallout shelter

FAMILY SURVIVAL
SHELTERS
Protect yourself and survive. Each concrete shelter, custom designed for your needs.
F.H.A. APPROVED
NO MONEY DOWN
Free estimate, No Obligation
Can be used as: Cardroom Utility Room Darkroom
SHELTERS ARE OUR ONE BUSINESS, OUR ONLY BUSINESS
World Wide
shelter engineers
Phone for information: 644-5322
520 No. Michigan Ave. Chicago 11, Ill.

SURVIVAL—*World Wide Shelter is using small-space ads like this in the four major Chicago dailies.*

TESTED AND APPROVED
CONSUMERS INSTITUTE
non-profit
WASH. 1, D.C.

To qualify to display. Write 29H St. NW Wash. 1, D.C.

advertising "but only on a cash-in-advance basis." The same copy control is imposed on it as is imposed on all copy.

St. Louis

One of the most popular subjects in the St. Louis area is the question of fallout shelters, but relatively few are spending the $700 to $3,000 necessary to build a shelter.

William Rosenbaum, vp of the St. Louis Better Business Bureau, said the bureau has received hundreds of requests for its nine-point check sheet since they began offering it over radio and television, but that apparently more encouragement is needed, perhaps from government, in order to get people to build the shelters.

The St. Louis Better Business Bureau checks every ad and has sent out letters to the mayor of each of the county's 96 communities to put their people on guard against fly-by-night operators and those making false claims for shelters.

■ Both the *St. Louis Post-Dispatch* and *St. Louis Globe-Democrat* report only a modest response to the few shelter ads they run in the display columns and only a modest increase in space since the Berlin crisis.

The *St. Louis Globe-Democrat* ad manager put out a bulletin to his staff that all fallout shelter advertising must have the approval of the advertising manager and that before a salesman brings in an ad he should be guided by a series of points revolving around the FTC check for shelters.

■ At the *St. Louis Post-Dispatch* a careful screening is also done on each ad for false claims—particularly the "approved by" clause. No increase in space has been noticed.

■ Probably the most active crusader for fallout shelters in the area is Robert Eberenz of Eberenz Construction Co., Overland, Mo., in St. Louis county. Mr. Eberenz built his own shelter at his home and he and his wife lived in it—with someone else holding the key—and didn't come out for a week.

Both the shelter, the promotion and the results got television, radio and news coverage, during and after the test.

Robert Eberenz, who built the shelter for commercial selling as a part of his construction business, uses advertising space in the county papers. He said that so far he has built ten shelters in basements and five outside shelters during the last three months.

Detroit

The first shock wave of fallout shelter scare apparently is slow in reaching Detroit. To date, advertising of shelters has been only spotty. There have been a few newspaper ads each week, mostly in the home improvement sections. There has been no tv advertising and no radio advertising at all.

The Better Business Bureau reports that most of the ads (but not all) that have run in the local newspapers so far have been "scare ads."

The state attorney general's office in Lansing reports that there have been no complaints from consumers.

Collateral Material

While fallout shelter-builders are selling the big-ticket item, a number of manufacturers are beginning to merchandise items to go into the shelter.

Edward Dalton Co., the Metrecal company, introduced Nutrament last April, a liquid food giving a balanced diet, and its current ads are reminding consumers that Nutrament makes a handy item to store in a fallout shelter. General Mills has always pushed its soybean MPF (multiple purpose food) as a civilian defense item. And National Biscuit Co. is cautiously pushing a new item, Survival Ration biscuit.

Corning Glass Works has developed a radiation-tight window that will let a family take a look outside and see how bad the damage is. The company says this will help ease the strain of confinement.

Radio manufacturers, of course, are pushing portable radios in special fallout shelter newspaper sections. And, chemical toilets, heretofore an item for campers and hunters, are also being offered by manufacturers and retailers.

Now...reach the CREAM of today's farm market

DOANE'S

BUSINESS MAGAZINE FOR AMERICAN AGRICULTURE

- **50,000 circulation**
- **National distribution . . . split runs available**
- **Published by Doane Agricultural Service, Inc. . . . recognized leader in farm management, appraising, research, and agricultural writing.**

For rate card and full data, call nearest representative

ST. LOUIS	CHICAGO	NEW YORK	LOS ANGELES	MINNEAPOLIS
R. T. Berry	Philip C. Miller	Billingslea & Ficke	Charles S. Meister Co.	Dean & Slaughter, Inc.
5144 Delmar	2435 No. Halsted	420 Lexington Ave.	2252 W. Beverly Blvd.	502 National Bldg.
FOrest 1-2800	WEllington 5-3910	LExington 2-3667	DUnkirk 8-7115	FEderal 3-2229

Issued at mid-month. Closing date is 10th of preceding month.

SURE

The Free Press SELLS FOOD

WOMEN!

The "Purchasing Agent" of the average Free Press Reader Family commands an annual income of $7,263.00. She can afford to buy foods which please her family's fancy, as well as taste.

RESPONSIVE WOMEN!

The delights of a "Patio Picnic" and the savor of "Cheesecakes" were handled so appealingly in the Free Press Tower Kitchen Food Guide, they prompted . . . 3016 requests and calls for recipes.

DEPENDENT WOMEN!

Women depend on Tower Kitchen Food Guide. It is the ONLY regular food section offered by any Detroit newspaper. It's filled with "how to" features. Women cook by it—so they shop by it.

YOU CAN SELL WITH IT!

To find out what's cooking and when, so you can tie-in with your ads, call CY BROWN, National Sales Manager—or Story, Brooks & Finley, National Representatives.

HERE'S HOW THE FREE PRESS SELLS FOOD!

Tower Kitchen FOOD GUIDE
Summer bounty—fresh fruit
It's Honest to Goodness Homemade Ice Cream
Let Dad Do Chef Honors
How Much Protein Do We Need Daily?

SO REWARDING TO READ . . . SO REWARDING TO USE

The Detroit Free Press

MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

Fallout Shelters . . .

sumers yet about fallout shelters or shelter advertising, although there have been conversations with various consumer groups. However, Maxine Boord Virtue, assistant attorney general and head of the consumer protection division, said that probably "within the next few weeks we will start getting complaints."

■ The *Detroit Free Press* ran a one-page shelter special Oct. 7, with eight advertisers. The *Free Press* has another special tentatively planned for Nov. 19, but said it will not contact all of the advertisers from the first special because some of them, it was discovered, are not licensed. The *Free Press* said that advertising has dropped off since President Kennedy's announcement of home shelter plans for $150. Since the BBB put out a list of licensed and unlicensed shelter builders, the *Free Press* has not had to turn down any unqualified builders, since they are not trying to advertise. The *Free Press* has carried 10-12 advertisers over the weeks.

The *Detroit News* reports an average of three-to-four shelter advertisers a week, steady over the past several weeks, with no recent upsurge.

■ ROC-Shelters Inc. was formed recently as a division of ROC-Wall Co., which has been in business for 24 years in Detroit. ROC-Shelters recently named Stockwell & Marcuse to handle advertising for its new above-ground luxury shelter priced at $1,800 and up (AA, Oct. 23). ROC-Shelter has run a small schedule of newspaper ads, but now has canceled all advertising. The company originally planned a 7-col. x 20" color ad and a radio and tv schedule. Response to the ads so far, according to the agency, "has been nil." The agency is continuing only a small ad in the *Birmingham Eccentric*, a weekly in a suburban area where there were a few inquiries.

Philadelphia

Editorially and verbally, Philadelphians are being made aware daily of the urgency for protection in the event of atomic attack. But coming down to the level of action, they have done little to provide themselves with home fallout shelters. Within a city of more than 2,400,000 people, an estimated 56 shelters have been built to date.

Among the five or six contractors advertising construction of shelters, only one reports satisfactory results. The predominant consensus is: The inquiries come in, and there they rest.

Advertising by these same companies has been negligible. A few run display ads in the Sunday papers. Some are listed daily in the classified sections. Radio is used even less.

RETAIL APPROACH—*Gurnee V&S Hardware, Gurnee, Ill., devoted 20' of window space to a complete display of fallout shelter supplies and equipment recommended by the Office of Civilian Defense.*

To what the public's inertia can be attributed is anybody's guess. The builders themselves supply one possible answer: The discrepancy between the cost reported by private owners and some authorities and what the professional says is the minimum. According to the building trade, shelters run from $400 to $3,300 and more. On the other hand, individuals have reported constructing shelters themselves for as little as $30.

Ready to launch a more intensive advertising campaign, Family Fallout Shelters Inc. has been reaching the public through radio, magazines and the newspapers for the past two months, and reports good results.

■ The Better Business Bureau and the Civil Defense Commission, at present, are the two principal sources relied on by the advertising media to screen advertisers of fallout shelters.

Gene Williams, classified ad manager at the *Philadelphia Daily News*, also finds that Dun & Bradstreet reports as well as the reputation of the builders themselves, have proven to be satisfactory checks. Copy is visually screened by the department. Mr. Williams said the paper anticipates no influx in this type of advertising but would probably set up a control system if it showed any appreciable growth.

Ads along this line also have been negligible at the *Evening* and *Sunday Bulletin*, where they are carefully "scrutinized and checked out when necessary with both the BBB and CD," according to Charles Detweiller, advertising director.

■ A policy for guiding copy in shelter ads is now being devised by the *Philadelphia Inquirer*. The paper, which runs a family fallout shelter listing in its classified section and averages three users, stated it is proceeding "cautiously" and is not making "a big push for this kind of space."

San Francisco

Like its sister city to the south, San Francisco shows little activity for fallout shelters. The local civil defense office reports few inquiries regarding shelters.

Richard Doyle, exec vp, Associated Home Builders, told AA that he and his association members have worked with Civil Defense and the Better Business Bureau in attempting to stimulate builder interest in constructing shelters, but that little has been done. He said he knows of only one builder who is constructing shelters.

That builder is George Belcher, who is constructing a new apartment house and is including fallout shelters in the project. He has one of the shelters standing at the curb outside the project, with a big sign on it explaining what it is. This, however, is the sole advertising Mr. Belcher uses.

■ Walter P. Clark, retail ad manager, *News-Call Bulletin*, reports that he has had just one ad, from a Fresno company, which appeared Nov. 3.

Arthur L. Gilbert, advertising director of the *Examiner*, said the paper has carried two ads. "Our increase in advertising on fallout shelters has been from zero to very little," he said.

Lynn Gamble, advertising manager, *Chronicle*, reports having carried only one ad, which was edited because it did not meet building code standards. "I'm pretty gun shy about ads in this area," Mr. Gamble said, "and the *Chronicle* will be most careful about what it accepts." To date the *Chronicle* has had no complaints, no inquiries and has not worked with anyone else on ad controls.

■ A. G. Cook, director of the City and County of San Francisco Disaster Council and Corps, told AA, "There have been practically no ads for prefabricated shelters in the San Francisco newspapers," he continued, "and most of the ads I have seen to date in newspapers elsewhere have been very poor." #

BVI
ELECTRIC CAN OPENERS
GREAT for premiums, contests, sales incentive programs. Available in all price ranges!
For complete details contact:
BURGESS VIBROCRAFTERS, INC.
Dept. A-61 • Grayslake, Ill.

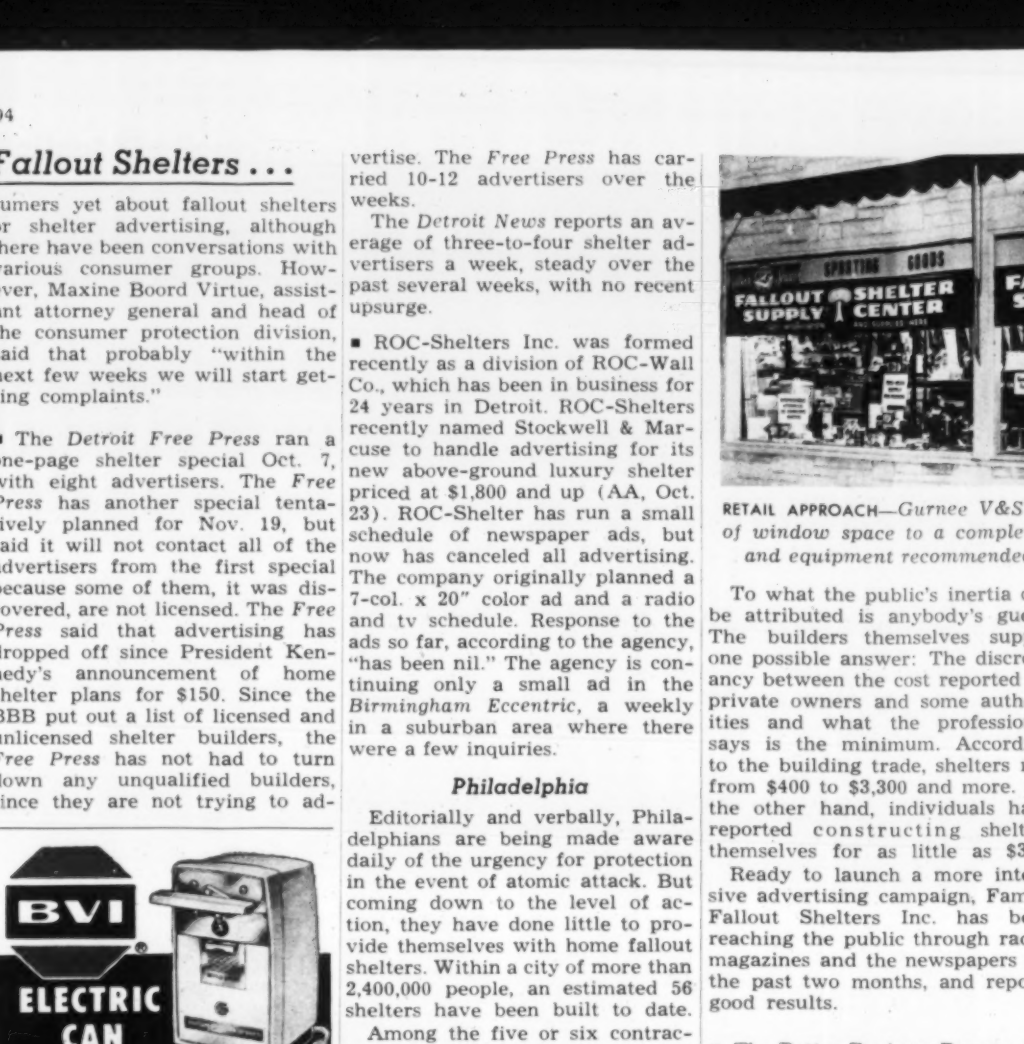


Photo by Robert Riger from 1961 Packer Yearbook.

Council Votes Negotiations on Riverfront Ramp
GREEN BAY PRESS GAZETTE
Firemen Gaining in Battle Against Two California Blazes

Write for Tickets!

Ever tried to put 500,000 people into a stadium that seats 38,600?

That's the number of Green Bay Packer football fans who'd like to have seats in Green Bay's City Stadium on December 31st, 1961.

(We hope the championship game will be played here.)

It's support from these fans that has made Green Bay (in the words of Grantland Rice) the "sports wonder of the world".

Center of one of the most enthusiastic markets in America, Green Bay and Packerland is blanketed by one heavily supported voice - the Green Bay Press-Gazette.

Not everyone in Northeastern Wisconsin gets this newspaper . . . but 7 out of 10 families do! Have they read your message lately?

Title Town U.S.A. - A SPECIAL EDITION OF THE PRESS-GAZETTE will be circulated here December 29th when the Packers repeat as NFL Western Division Champions. Your Sawyer-Ferguson-Walker man will have the full details - or write: Jack Skog, National Advertising Manager, Green Bay Press-Gazette, Green Bay, Wisconsin.

FLYING HIGH—*Mercedes-Benz Sales and Lufthansa are running this color spread in the December issues of Holiday and The New Yorker (AA, Nov. 6). For "the perfect European holiday," the ad advises, "fly Lufthansa to Stuttgart, drive away in your new Mercedes-Benz." D'Arcy Advertising Co. is the agency for both companies.*

O'Leary 'Knows Nothing' of Canada's Plans for Report

NEW YORK, Nov. 14—Grattan O'Leary, who was chairman of Canada's Royal Commission on Publications, told a meeting here that he knew "absolutely nothing of what's in the government's mind" about implementing or rejecting his commission's report.

The report, given to the Canadian government in June, proposed several restrictions on U. S. magazines in order to assure the continuance of a native periodical press.

Mr. O'Leary, president of the *Ottawa Journal*, told a meeting of the Canadian Society of New York on Nov. 10 that the report "caused much emotional controversy." He said the "true nature of the report was blurred, obscured and distorted by people who charged it was motivated by anti-Americanism and who said it invaded freedom of the press."

According to Mr. O'Leary, "the overwhelming feeling" in Canada is "one of the utmost friendship for the U. S." He added, "This report can be attacked on certain grounds; it has certain faults. We took 2,000,000 words of evidence; we were submerged by statistics. But we did not make the mistake of invading freedom of the press." He challenged "anyone to show me a line, a sentence, a suggestion in the report which in any way limits press freedom.

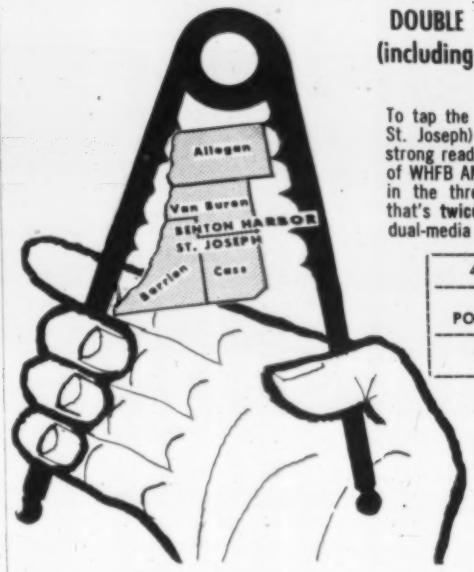
■ "We accepted the fact," he said, "that the existence of Canadian periodicals is basic to the continuance of Canadian life.

"*Reader's Digest* and *Time* alone have taken 41% of all magazine advertising in Canada in recent years," he went on. "These are creditable publications, but if Canada needs its own periodical press, then it must take steps to protect it."

Mr. O'Leary said he didn't want to drive *Time* or the *Digest* out of Canada, but that "it doesn't make sense to allow two rich organizations to come into Canada and, because the editorial content is previously paid for, to put the Canadian periodical press out of business." Under current conditions, he added, "this is what it amounts to.

"God forbid," said Mr. O'Leary, "that in writing the report we had the least antagonism toward the U. S. We were trying only to erect fences that would make good neighbors. God forbid we should erect a wall between Canada and the U. S."

■ Among other things, the commission report recommended exclusion of "foreign" periodicals containing Canadian advertising and disallowance of income tax deductions by Canadian taxpayers who buy space in foreign periodicals circulating in Canada. #



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined**! Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

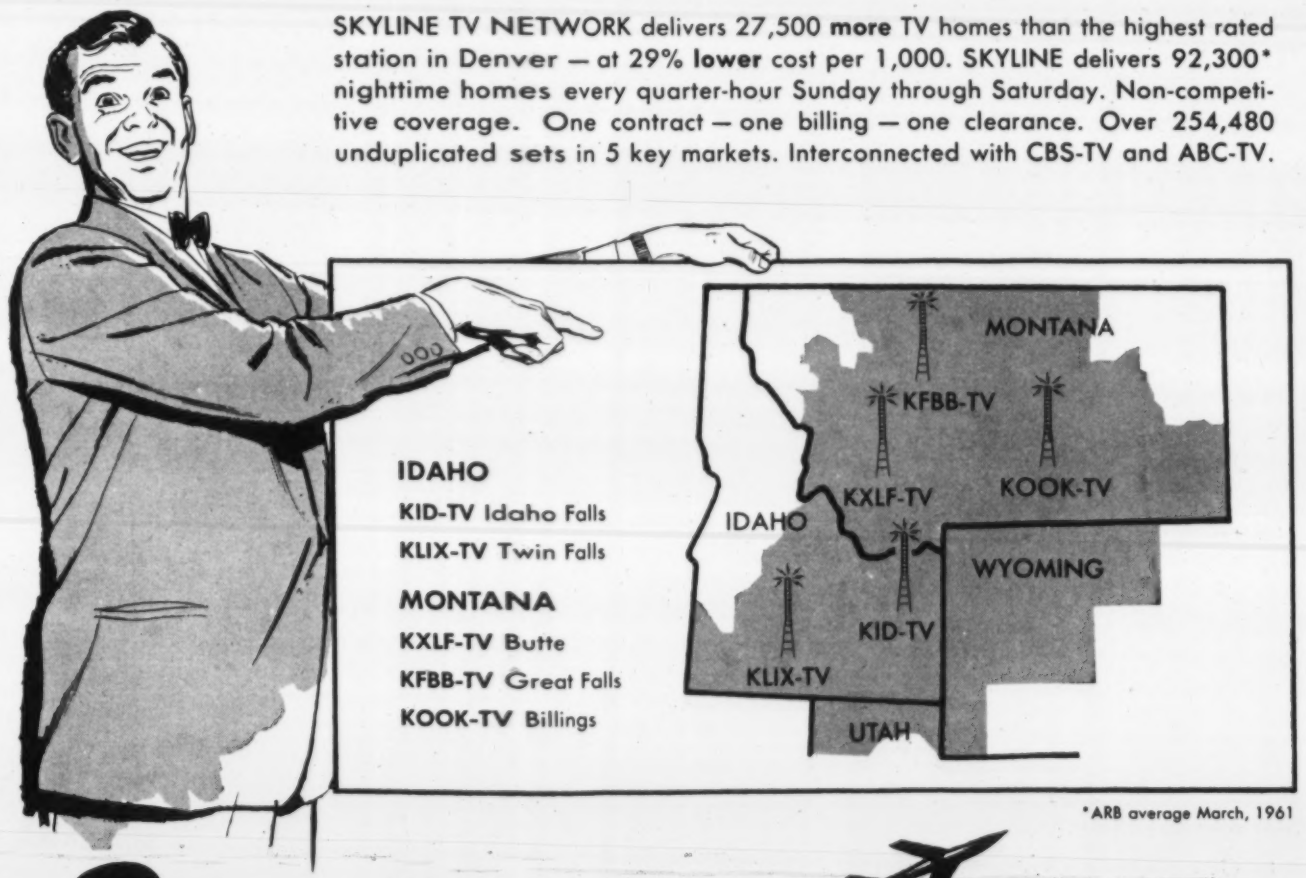
BIGGER than DENVER

One Buy Delivers

IDAHO-MONTANA

plus 11 counties in Wyoming at lower cost per thousand

SKYLINE TV NETWORK delivers 27,500 **more** TV homes than the highest rated station in Denver — at 29% **lower** cost per 1,000. SKYLINE delivers 92,300* nighttime homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract — one billing — one clearance. Over 254,480 unduplicated sets in 5 key markets. Interconnected with CBS-TV and ABC-TV.



IDAHO
KID-TV Idaho Falls
KLIX-TV Twin Falls

MONTANA
KXLF-TV Butte
KFBB-TV Great Falls
KOOK-TV Billings

*ARB average March, 1961

Skyline TV NETWORK

P. O. Box 2191 Idaho Falls, Idaho
Call Mel Wright, phone JAckson 3-4567
TWX No. IF 165
Or your nearest Hollingbery office
or Art Moore in the Northwest

in Roanoke it's the *and in the Roanoke Times it's*

26, N.C. State 7 N.C. 14, Maryland 8
St. 28, Michigan 0 W. Forest 17, Clemson 13
KE TIMES
The Weather
Berlin Talk Plans Run Into Snag
Review of Aid To Yugoslavia Asked by JFK
THE ROANOKE TIMES
PARADE
OCTOBER 15, 1961

THE ROANOKE TIMES IS REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER COMPANY

In these days of urban population explosion the best measure of a market is not county lines or census tracts but the number of families bound together by loyalty to an important newspaper. In western Virginia, for example, one Sunday newspaper dominates a 16-county area. In the 61 cities and towns of this area, the Roanoke Sunday Times reaches an average of more than eight families in every ten. In the area as a whole, including rural sections, it reaches nearly six homes in every ten. This Roanoke Times market is a ¾ billion dollar market . . . bigger than twenty-two of America's recognized Top 100 Markets.

Naturally a Sunday newspaper with the power and prestige of the Roanoke Times—celebrating its 75th anniversary this month—features a syndicated Sunday magazine. The Sunday magazine of the Roanoke Times is PARADE.

In 59 of its key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 14 of the 20 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE — THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING MORE THAN 10½ MILLION FAMILIES EVERY WEEK.

Advertising Age

Feature Section

Give 'em What Works: Groesbeck

Schlitz Ad Confuses Creative Man

Check Your Knowledge with Biz Quiz

Watch for More 'Keep-Aways': Peeled Eye

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

Campbell Soup Co.

Thanksgiving-Time Food Commercials Tease and Titillate Appetites

The first 26 reels of "Project II," the proposed central library of tv commercials for industry usage, are now edited. Each reel is designed to study specific aspects of management and/or creative work in the field. Reels are not available for loan until the central library is established, but groups interested in fostering the project may obtain the list and data from Mr. McMahan, in care of Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

By Harry W. McMahan

Thanksgiving draws nigh. And taste buds are a-puckering.

It's certainly the most appetizing harvest of food commercials in all tv's autumns. What's more, the crop also shows the most varied and sophisticated approaches imaginable.

Harry W. McMahan

Appetite appeal, yes. But much more.

We've looked at more than 200 tv food ads the last two months in our jet sallies about: Los Angeles (three trips), San Francisco (two), Chicago (three), Minneapolis, St. Louis, Pittsburgh, Detroit and the twice-weekly commute to the New York scene. Sort of a tv Duncan Hines guide . . .

There are at least 30 of these worthy of special comment, but space holds us down to a scant dozen. We'll try to hit the highlights of the more unique approaches:

Chicago Copywriters Club

Once again I sat in on the CCC judging in Chicago. Entries were good, although not completely representative of all the fine product there. (A few crack writers don't belong to CCC . . .)

But the topper in the food line—and one of the two best commercials entered, in my opinion—was Franco-American spaghetti's "The Lesson." It's a charmer.

■ In cartoon, it relates in dialogue the lesson the French father gives his son in English . . . using a label of F-A spaghetti as the subject. Much by-play on the *American* English pronounciation of the words, delightfully building into "la sauce c'est tout" (the sauce is everything), key copy line.

Incidentally, the product is on screen just about 80% of the time, yet it has such an ingenious, ingenuous charm about it the spot can stand infinite repetition.

Burnett's vp of Kellogg's tv creativity, Nelson Winkless, stepped over to write this one. Animation Inc., Hollywood, produced.

It's so good, client is now reported to have six more like it in the works.

Thanksgiving in Camden

The Campbell kids have a couple more drumsticks to serve up, along with Franco-American. Different agency, different producers.

On their pork-and-beans, they're taking a novel approach with four cute kids in a stylized setting, miming to an old-fashioned barbershop quartet. My kids vote this the hit of the year, especially when the little girl sings the deep bass' line. And my wife snickered, too—enough, she had to buy it.

Needham, Louis & Brorby is the agency. B-L Associates, New York, had fun producing it.

Westerly, NL&B went to Jack Denove, Hollywood, for their ranch-style Barbecue Beans. And ranch style it is, with two long, lean cowpokes galloping up to lunch at the damndest, most authentic ranch house since westerns began. You expect to see John Wayne walk in any minute.

Competition: Hunt's and Heinz

It is well to note in passing that Hunt's are selling beans, too. And they take a product as mundane as beans and make it appetizing. Two shots will illustrate—one an interesting service suggestion. Y&R produced it at Fred A. Niles, Hollywood.

Up in Detroit, out of Pittsburgh, comes a new series of candid interviews (sorry, we can't say "candid camera" or we get in a blue Funt) for Heinz.

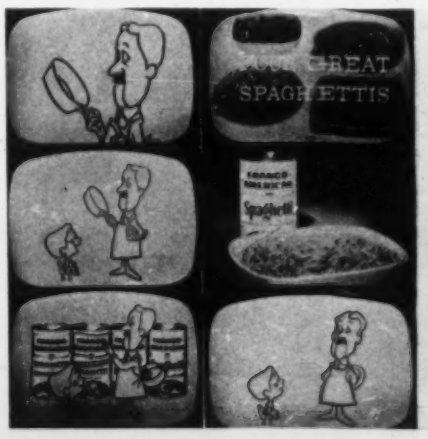
These are direct recordings on film of interviews with customers in supermarkets. Joel Aldred, Heinz' announcer, handles the people expertly, then sums up their comments for the product.

Checking up on this series, I find it was the idea of Lou Maxon himself, with Vic Kenyon of that agency producing through Group, Detroit.

Other details: 25 commercials in all were made, from more than a hundred unrehearsed interviews and 52,000 feet of film shot. Two hidden cameras were used. Tri-X film. Directional mike. Four days' production.

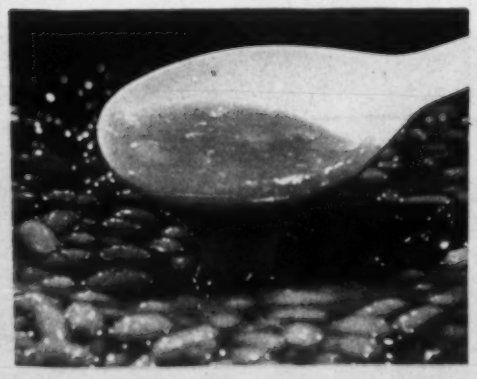
Average cost: $2,000 per shot. Wow!

This is a great idea for realistic, believ-



[TV Service Photos by Marie C. Longstreet]

Franco-American



Hunt Foods

able commercials. Interesting people—SAG couldn't match 'em!

And Maxon capitalized on it still more by putting up displays of still blowups of the interviewees at the various supermarkets, with a prize angle.

Meanwhile, Back East

Back on the New York scene, I'm late mentioning two foods commercials of unusual merit:

Pan-American Coffee Bureau (forgive my harsh words in the past!) has come up to a good tv campaign this year with their "Make it Coffee . . . Make It Often . . . Make It Right!" BBDO produced at MPO, got some great outdoor shots of coffee when you really appreciate it.

Funny story on Martinson's coffee, New York. It showed up at our house the other day—the result of a tv commercial my wife saw. Coffee's fine—I haven't seen the tv commercial yet but it must have been good to switch a Chock Full o' Nuts (and sometimes Yuban) addict. Report: Next time, if I can catch the commercial . . .

Another New York spot that came up for spring, but fits better on a Thanksgiving menu: Royal Prince yams.

This is an off-beat with a rare insouciance. The approach rather flip, the styling Ernie Pintoff at his side-splitting maddest. The music: "yam" session. Hicks & Greist is the agency.

And we think it makes a hit in getting the product name through the apathy of today's viewer—with a minimum of exposure required.

Nabisco's Top Portfolio

Nabisco continues its superb work in tv advertising.

In my book, only three other major advertisers (well, Jell-O and Volkswagen, f'rinstance) approach National Biscuit's high level of creativity in both print and tv, year after year.

Two of this year's products I especially like. One is "Food Faces" for Nabisco's Ritz. Cute animation over stop motion by Sarra, New York. With a catchy jingle:

> "Every apple is ripe for Ritz
> Every peach is the type for Ritz
> Every food you've got, warm or cold, it's hot
> For the go-with flavor of Ritz."

Another: Nabisco's Sugar Honey Grahams, a stop motion classic from Joop Geesink in Holland. And, again, a keen piece of music as flowers dance, honey drops form, fall and become Sugar Honey Grahams. Very intricate. Very charming.

McCann-Erickson, New York, is the agency.

Out West, Again: Ideas

McCann's San Francisco office comes up with one of the freshest ideas yet in this foods reel: Build the image of the product around the image of a city's good-eating reputation.

Rice-a-Roni is the product, a new one from Golden Grain, now going national. San Francisco is the city. Cable cars are the visual key to the image and a bouncing jingle with the right clang to it keeps it moving.

And the cable car keeps right on clanging to the point of purchase posters. Pretty shrewd.

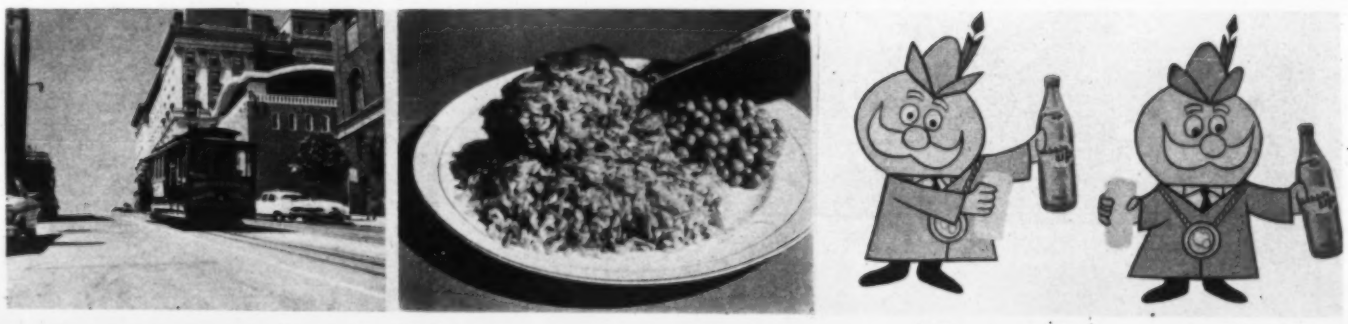
Mark VII, Hollywood, produced. In San Francisco, that is, on account of cable cars don't run farther south.

The Bubble Meister

We've been waiting for the Bubble Up account in Los Angeles to light somewhere before reporting on their summer's tv campaign and "Der Bubble Meister"

Heinz

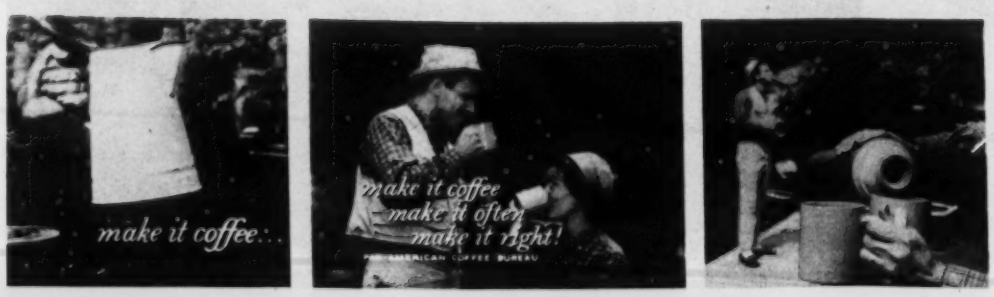
Royal Prince



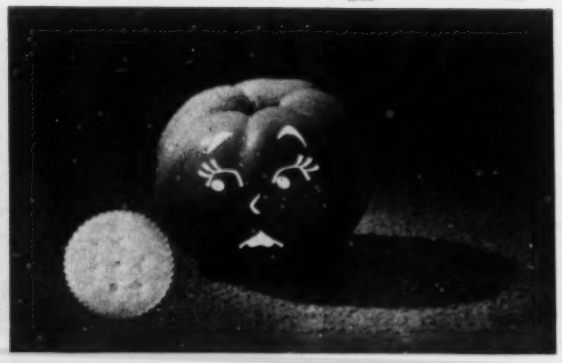
Rice-A-Roni

Bubble Up

Cheerios



Pan-American Coffee Bureau



Nabisco

WHAT DID HE SAY?

No one will ever know. As so often happens, the basic selling idea got lost in a gaggle of opticals, a covey of camera angles, a pride of takes and 4000 feet of film. It didn't sell much of anything.

At N. W. Ayer, we have all the opticals, angles, takes and film that commercial production requires. But our best technique is *never* to leave a profitable selling idea on the cutting room floor.

The commercial is the payoff / N.W. AYER & SON, INC.

but late reports are still confusing. It was Murphy, then McCann, then Honig-Cooper and now maybe Campbell-Mithun. That's how the bubble bounces . . .

Anyway, the Bubble Meister (who invented all those high-sparkle, low-calorie bubbles and otherwise engages in the spirited craft of bubble brewing) is the brain-child of Klein/Barzman, self-described as "a free-lance creative group engaged in production of exceptional advertising campaigns for spirited agencies in behalf of unconventional clients . . . !" Bob Klein and Alan Barzman, you see, were formerly with Stan Freberg Ltd.

It's typically Los Angeles off-beat, with sounder than usual advertising efficiency in its coordination of the character in all media. In addition to tv, the campaign used 300 radio spots a week, seven-sheet postings, carton stuffers, motionized displays and point-of-sale.

Bob Guidi, Frank Page and Chris Jenkyns designed the graphics.

Freberg Plus Babbitt

Freberg himself is busy, too.

Freberg's new series of parodies of David Susskind's "Open End" for Cheerios are currently hitting the airwaves, turkey or no. These have some amusing points but by and large are not as clever a parody of "Open End" as the recent Manger Hotel spot in New York.

Freberg is funnier in another for Cheerios. It's cartoon in a fresh style from Art Babbitt's new animation shop.

Oddly enough, it comes straight from one of Freberg's radio spots. No script, no storyboard, nothing else was supplied the animation boys. Babbitt apparently had free rein and he made the most of it. The styling is unique, in free, scratchy ink lines and gray wash. It's bound to be the envy of a lot of the art men of the business—only a Freberg could get this freedom for experimentation.

And General Mills (and DFS, New York, their agency on this) are to be congratulated on this and other experimentation they are now engaged in. Not every commercial will be a hit, but now and again will come the click that makes the dollars involved pay off times over.

This business cries out for more such experimentation. And so does the viewer —that tired soul now bombarded with more than 500 commercials (per average American family) each week . . .

Dept. of Wet Noodles

Many thanks for all the mail on that recent column on "committees." One, a trenchant observer of Four A's committees in action, makes a classic comment worth repeating:

"It (a Four-A committee) is like a gigantic bowl of wet noodles. Trying to get something done is like pushing on one end of one noodle. Nobody knows where the noodle is connected—where it goes—or what, if anything, will move." #

BIZ QUIZ

Compiled by Lester Leber

How well do you know the technical language of advertising? An experienced adman should know almost all of these. Answers are on Page 104.

1. Newspapers generally offer their lowest rates to advertisers who are
   (A) National (B) Regional (C) Local
2. The half-tone screen you are likely to find in a newspaper is
   (A) 65 (B) 110 (C) 180
3. Number of picas in a two-inch-wide column is
   (A) 6 (B) 12 (C) 18
4. Number of lines to an inch of newspaper or magazine space is
   (A) 10 (B) 14 (C) 25
5. Milline means
   (A) One thousand lines
   (B) One million lines
   (C) Cost per line per million circulation
6. As a proofreader's mark "stet" means
   (A) Spell out (B) Capitalize (C) Let it stand
7. Type that is one inch high is measured in points:
   (A) 14 (B) 36 (C) 72
8. One of these is a sans-serif type face
   (A) Franklin Gothic (B) Bodoni (C) Caslon
9. "Bleed" means
   (A) Broadcasting reception that occasionally fades out.
   (B) Extending an ad to the edge of a page.
   (C) Printing that shows through to reverse side of sheet.
10. "Adjacencies" are
    (A) Newspaper columns on either side of a given ad.
    (B) Pages before and after a magazine ad.
    (C) Time periods preceding and following a broadcast.
11. A radio or tv program "across the board" is
    (A) On every station that a network can clear.
    (B) In the same time period Monday through Friday.
    (C) Scheduled for at least 13 weeks.
12. In broadcasting "bridge" refers to
    (A) Transitional music.
    (B) Elevated microphone.
    (C) Station identification on network show.
13. The cable that carries tv signals between stations is called
    (A) Coaxial (B) BX (C) Microgroove
14. You are most likely to find a "Lucy" (camera lucida) in
    (A) An art department.
    (B) A tv studio.
    (C) A photographer's studio.
15. Standard Advertising Register is a book that lists
    (A) Advertisers (B) Media rates (C) Current campaigns
16. A self-mailer is
    (A) An envelope that requires no postage.
    (B) A mailing piece that is already addressed.
    (C) A mailing piece that requires no envelope.
17. A "logotype" is
    (A) A type-setting machine.
    (B) A trade-mark design.
    (C) A small printing press.
18. A matrix (or mat) is most likely to be made of
    (A) Papier-mache (B) Lead (C) Copper
19. Bristol board is generally used for
    (A) Outdoor signs (B) Drawings (C) Shipping cartons
20. Most popular size of "billboards" or outdoor posters is 8 ft. 8 in. by 19 ft. 6 in. and is known as
    (A) 12-sheet (B) 24-sheet (C) 48-sheet

Agencies Ask Us . . .

What Works?

By Kenneth Groesbeck
Advertising Agency Consultant

Why do you suppose advertising agencies offer present and prospective clients services of various kinds, but usually fail to talk about the most important of all helps they can give to advertisers?

Kenneth Groesbeck

Presentations and prospectuses discuss total marketing services, better and more ingenious copy, unusual basic approaches, research, influence on retail outlets, direct mail and mail order experience, production facilities and many other abilities, with never a word about what the man who spends the money needs most. Extraordinary, isn't it? Either advertising agencies do not realize the importance of this service, or, aware of it, they doubt how much of it they can really offer. The priceless ability I have in mind is, of course, *the knowledge of what works*.

Could not an agency make a most impressive presentation, if it assembled case histories of problems which had confronted its clients, and the advice given which steered the advertiser along the right track? The supplementary means by which it implemented this course—the unusual approach, the marketing aids, the excellent art and copy—surely these are all subsidiary to, and less important than, the direction indicator. Yes, as vitally important to the advertiser as the compass is to the navigator is *a knowledge of what works*.

■ See how fundamental this sort of thing is. Here is the manufacturer of a universally needed household product which is retailing around 40¢. He advertises nationally in sporadic fashion, mostly in newspapers. While the product is excellent, its sale is not showing much life, and the operation is losing money. It could not have been continued at all except that it is one of several marketed by the manufacturer, and is, as you might say, the boss's favorite child. He keeps wondering what's the trouble. He throws the problem at a small advertising agency.

The agency analyzes the problem from the angle of what works. It recommends lowering the retail price, which is out of line with competition, re-designing the package, and, most drastic of all, abandoning all advertising expenditure except in one large metropolitan market. The client responds that he is losing money already, will lose it even faster if the price is cut, and that he will lose his national distribution if even the present small advertising expenditure is pulled out from under the local distributors.

■ The agency answers that drastic as these recommendations may seem to be, they offer the only hope of rescuing the business from failure. That the program is a long-term operation, but that in possibly five years of following it, the sales should be increased to a point where the advertising expenditures would assume the proper relationship with dollar sales and, most important of all, a trend would be established for this metropolitan market which can be safely projected forward. Additionally, a formula and procedure would thereby be established which could be safely followed in other similar markets, should the advertiser wish to expand beyond the original area. The agency is giving its best judgment of *what will work*.

Another example, this time an expensive food product. The agency thinking primarily about what works, advises continuous small space advertising in a sophisticated medium covering the large market most desired by the advertiser. The advice is followed with good results over a period of years until another agency concurs in the medium, but advises large color pages, mostly to impress the chain stores. An intangible sort of promise is made to the advertiser that the new agency can "get him into" the influential food chain. Which plan is most likely to work?

I am giving you these examples without the results, because they are actual case histories showing how live agencies concentrate on selling business judgment. I leave to you the decision on whether or not the advice given was good. I may say that in both cases the advertiser's decision, taking or disregarding the advice offered, radically affected his business.

■ Of course, to sell business judgment requires that you have some in stock. While some young people and agencies

Why is chemical management so thirsty?

Water, water . . . it's a problem everywhere! And nobody is more aware of this than the men who run the Chemical Process Industries. Company officials, charged with plant site selection, are worried about supply . . . plant executives have a perennial headache with stream pollution . . . research and development chiefs are deeply concerned with our saline conversion program. CPI managers at every level know individual company survival is keyed to solution of these perplexing water problems.

Now you know why the editors of CHEMICAL WEEK recently published a 25-page "Special Report" on so seemingly prosaic a subject. The average person might be amazed . . . but not CHEMICAL WEEK's readers. They've long since learned their problems are their magazine's problems. And the same editors who so tersely provide the facts in CW's "Newsletters" will give them 25 pages, or more, if the subject is that significant.

This sense of proportion, or fitness for purpose, or just plain good judgment, is not occult. It is a practical matter of having enough editors, enough experience, and enough resources to do it right. And when subscribers call you *"Industry Spokesman for CPI-Management"*, surely advertisers can appreciate why there really isn't any media problem here in the CPI.

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper

may be naturally equipped with this priceless ability, most of us gain it only with experience. Well I remember one of my own greatest disappointments, when I was young in the agency business. A large cigar manufacturer had one year's production practically ruined by microscopic worm holes in his wrappers. Before he found out about the situation, hundreds of thousands of smokers had damned and discarded the cigars which leaked air. The manufacturer was unwise enough to throw the problem into my youthful lap. He gave me carte blanche, an advertising appropriation large for those days, and his complete co-operation.

■ I gave him, if I do say it myself, an extremely fine newspaper campaign on the sport pages. I worked with distributors and retailers. I got him case placement in top stores.

I fell flat on my face. The product was too badly hurt to be rescued.

Had I known then what I know today about the difficulty of rescuing an injured product, how much easier and less expensive it is to start a new brand than to save an old one, I could have advised my client accordingly. Apparently there is no substitute for experience.

In the final show-down, agencies have to do what their clients tell them to in spending advertising money. They will do well, however, to base their recommendations primarily on business judgment and to try to show the client, as well as they can, the probable consequences of accepting or rejecting the advice offered.

I think this puts agencies into a strong and reputable position with present or future advertisers. It reflects favorably upon them, particularly when a given course gets the agency not more but less earnings, a situation in which an additional fee may be necessary.

■ Advertisers like to find agencies which are primarily interested in the welfare of the man who spends the money. A great many business decisions in advertising dictate more money should be spent in outside promotions, non-commissionable activities, as it were. The advertiser is naturally considerably impressed when the agency hands him this kind of advice.

An agency's business judgment grows best when its people are constantly studying the *results*, favorable and unfavorable, of various promotional procedures.

Think of advertising as a *process*—whose active purpose is to cause minds to *do something*.

Therefore, in evaluating its various methods, the prime question for the agency to ask is: *What works?* #

The Creative Man's Corner . . .

School Marm's Copy

His
first name
was Joe...
Schlitz
The above is a Milwaukee engraver's version of the way Joseph Schlitz signed his name.
Jos. Schlitz did not actually found the Jos. Schlitz Brewing Company. He married the widow of the man who did. But before he drowned in the Irish Sea, his name had been put on a beer so good that it has endured and prospered for 112 years.
All this time the same family that founded the company has directed the patient, prideful brewing of Schlitz beer.
And the beer has become such a familiar friend that no one thinks of the name as odd at all any more.

No ad we have come upon recently has puzzled us so much as this one representing a new campaign for Schlitz beer.

Since it is about the background of the company, you might be led to believe it was written by the president of the company or the recently graduated daughter of one of the directors.

The president of a company, however, would hardly say about the man after whom the company is named that, actually, he did not found the company. Or that, instead, he married the widow of the man who did. We doubt, also, that he would include a tidbit that has so little to do with standards of excellence of quality in manufacture as the gratuitous remark that Joe Schlitz drowned in the Irish Sea. (The manner of his meeting so watery an end is left to conjecture.)

What all this has to do with why those up and about today should prefer Schlitz to, say, Budweiser or Miller or Ballantine we can't quite figure. The more we brood, the more we are inclined to conclude the whole thing was written by a recently graduated daughter of one of the directors. Probably picked up her idea of what advertising is all about at Smith. Or Wellesley. #

On the Merchandising Front . . .

Is The Auto Industry 'Mass Production' Any Longer?

By E. B. Weiss

It is traditional to point to the auto industry as one of our great mass-production industries.

But, as I note the proliferation of series, models, colors, optional features that now confuse not merely the public, but the auto trade as well, I wonder whether the auto industry is, in fact, a *true* mass production industry any longer. I wonder whether, ever since the Model T melted away into limbo, the auto industry hasn't been moving farther and farther away from a true mass-production operation.

E. B. Weiss

1. In recent years, I doubt that any single model of any make of car ever achieved the annual production total of the best-selling Model T model, especially when it is remembered that the Model T was available only in black.

2. In the 1962 model year, I understand that there will be no less than 300 models produced by the various domestic manufacturers. If we assume that the 1962 model year will achieve a sales total of 6,600,000 cars—which is a fairly optimistic assumption—then that would mean a total of only 22,000 cars per model! That is hardly an adequate total for *true* mass production of a product as complex as an auto.

3. Of course, the total of 6,600,000 cars will not be spread out evenly among the 300 models. That means that maybe as many as 100 of those models will not sell to the tune of 10,000 units for the 1962 year! Is that a basis for mass production?

4. My recollection is that Henry Ford had several years in which he produced, in one year, at least 500,000 units of a single model (I am depending on memory here, and I am willing to cut that figure in half—to 250,000 units of a single model in one year). Will Chevrolet, or Ford, or Plymouth, sell 250,000 units of a single model in the 1962 model year? I doubt that any single model of Chevrolet, Ford or Plymouth will hit a 1962 sales total of much over 100,000 units—if that! Is that any basis for mass production?

5. But even that is only half the story. Remember—the Model T was available only in black. Today's models are available in a wide variety of colors and color combinations, including both exterior and interior. At some point in the production line, this clearly must negate mass-production potentials.

6. Moreover, the range of optional features available at the factory today covers a total variety maybe five times larger than the optional features available at the factory in the heyday of the Model T. This, too, must clearly negate mass-production potentials.

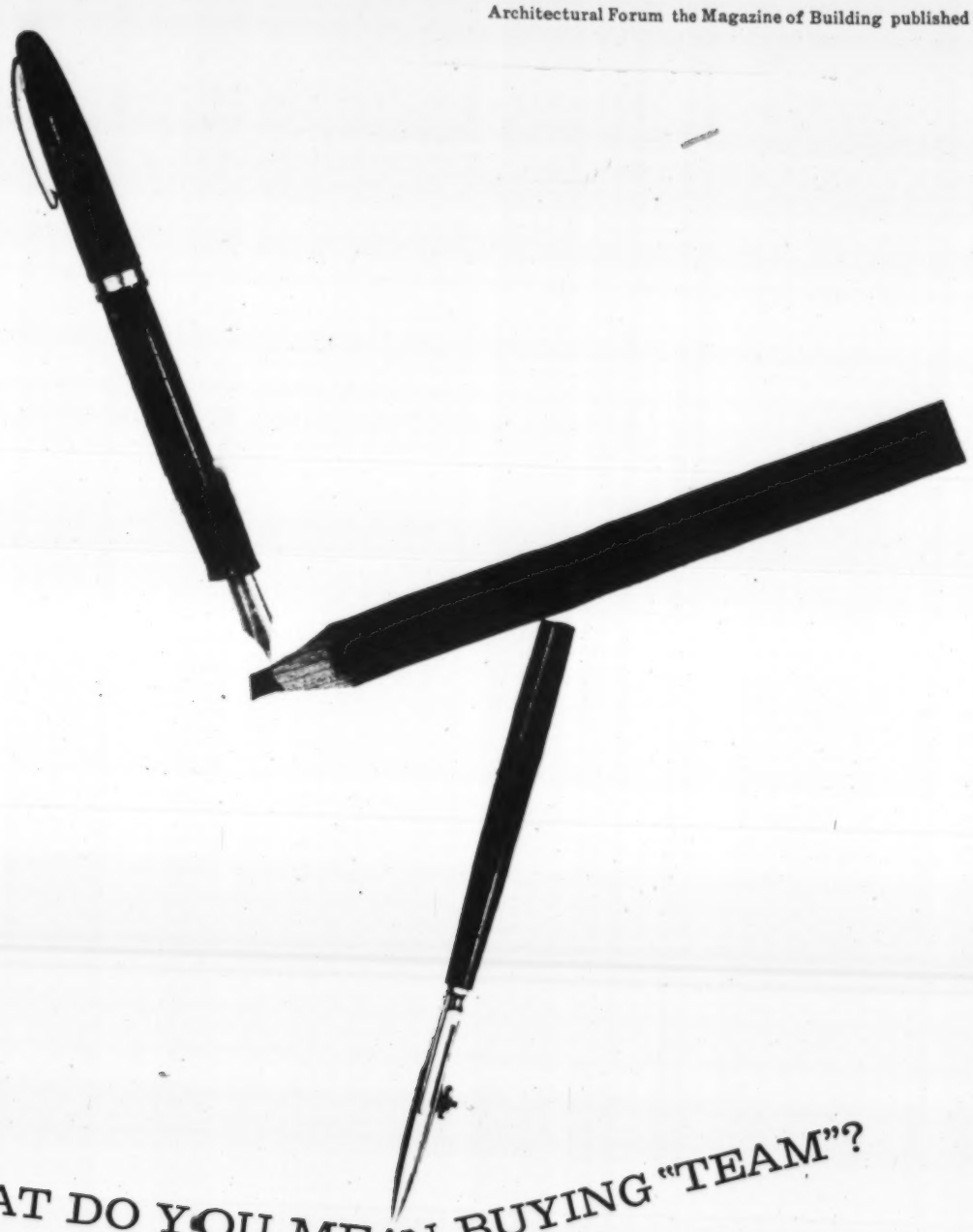
7. If you take an auto line that comes in five series, with just four models in each series, then multiply this total by the variety of colors, optional features, etc., that are available—then it becomes obvious that we are dealing here with a fantastically diversified program that is the very antithesis of the basic requirements of mass production.

8. For the 1962 model year, the auto manufacturers (with the exception of American Motors) have increased their total of series and models beyond anything ever previously approached. There are now big compacts, medium-sized compacts, compact compacts, sport compacts, luxury compacts. Thus, in 1962, (probably because, despite its vaunted research, the auto industry hasn't the vaguest notion what the public wants in cars) Detroit will move *still farther* away from a marketing program capable of providing any reasonable basis for mass production (or any reasonable basis for intelligent and economical marketing).

9. Oddly, just when automation techniques permit mass-production economies never dreamed of in the days of Henry Ford, the auto industry today—if it made the Model T available in five series, in four models per series, in various colors and with multiple optional features—could not produce the Model T (even at 1914 wage scales) at the remarkably low factory cost basis achieved by Henry Ford!

10. The 1962 Oldsmobile features 17 standard-size models in four series. Then there is the compact Oldsmobile series. Suppose we take a nice even figure—a total of 20 models in the complete Oldsmobile line. And suppose we say that Oldsmobile will sell 260,000 units for the 1962 model year—or let's play it safe and say that Oldsmobile will produce 360,000 units in the 1962 model year. Divide 20 models into 360,000 units and we come up with a production of 18,000 cars per model! Is that a basis for automated mass production? I dare say that there will be some models of the Oldsmobile, in certain colors, and in certain optional-feature combinations, that will not sell much over 1,000 units in the 1962 model year! Automated mass production?

■ It is interesting to note that, in 1955, there were 171 new car registrations per 1,000 families; that was a banner year. In 1956, the figure dropped to 139 registra-



WHAT DO YOU MEAN BUYING "TEAM"?

Sometimes the men who build buildings perform in perfect harmony—like a team of acrobats—but more often perfect acrimony is closer to the truth.

Each party to every buying decision in building construction—architect, contractor and client—has his own views and good arguments for them. Which means that each order for materials and equipment has been pretty well thrashed out by the time it has been put in the building specifications or written by your salesman.

Because Architectural FORUM is the only magazine that deals editorially with the art of architecture, the technology of construction, and the economics of building, FORUM holds the interest of all three major building factors. It holds their interest not only as individuals but as working partners in a joint endeavor. This is a basic part of FORUM's essential difference.

And it leads to another difference, essential to advertisers with products and services to sell to the building industry: FORUM has substantial circulation in all three areas of decision—architect, contractor, and client.*

*FORUM's circulation, the largest in its field, totals 62,000 architects, contractors, and clients. The latter group, 24,000 strong, consists not only of corporate clients, but also hotel operators, hospital administrators, school board members, real estate investors, store managers, etc. They are not just business executives, but business executives with building on their minds.

FORUM: essentially different – for readers... and for advertisers

BIZ QUIZ

Answers to the questions on Page 100

For readers who feel Biz Quiz is ordinarily "too difficult" this instalment should be a welcome respite. Several of my associates have tried it and averaged 17 correct answers.

LESTER LEBER

1—(C)	11—(B)
2—(A)	12—(A)
3—(B)	13—(A)
4—(B)	14—(A)
5—(C)	15—(A)
6—(C)	16—(C)
7—(C)	17—(B)
8—(A)	18—(A)
9—(B)	19—(B)
10—(C)	20—(B)

tions per 1,000 families; in 1957, 138 per 1,000 families; in 1958 it was 106 per 1,000 families (quite a drop!) and in 1960 it got back to 146 per 1,000 families (still a long way from the 171 figure of 1955).

Between 1956 and 1961, inclusive, the auto industry has added greatly to the total number of series and models, to the total variation in colors, and to the total variation in factory-installed optional features. Yet, it has never got within shouting distance of the new-car registration mark established in 1955 when, be it noted, our national wealth was considerably less than it was in 1961.

I should pause here to note that American Motors actually reduced the number of its models for 1962 by almost one-third. I suspect that American Motors will hold onto its share of market about as well as the vastly more diversified domestic manufacturers.

And I am sure that Volkswagen, which has achieved an automated mass-production status that no American manufacturer can begin to approach, will continue to forge ahead for this very reason.

Which suggests that maybe the higgly-piggly process of offering the American public just about every conceivable variation in car size, style, color, etc., really isn't the pinnacle of either production or marketing wisdom. #

The Peeled Eye Department . . .

Has the Old Come-on Changed to the Old Go-'Way?

By Dick Neff

Alerting All Trend-Spotters!

"The old advertising come-on gives way to a serpentine technique harking back to the epic soft sell first used in the Garden of Eden," says the blurb for "The Madison Avenue Keep-Away," an article by Elaine Kendall in the Oct. 31 issue of *Show Business Illustrated*.

Dick Neff

Helmut Lorsch, publicity manager for *S.B.I.*, sent it to us, and it gives one pause.

Ads that use this sneaky technique, according to the article, say, in effect, that you really shouldn't buy this product, the idea being that this will only make you want it all the more.

Examples she cites include a Park Avenue duplex apartment advertisement that says, "A bargain for $123,840," and some Rolls Royce copy that reads: "Teazles, entasis and other tremendous trifles make the Rolls-Royce a bargain at $15,655, P.O.E."

"The writers of these ads," says Miss Kendall, "worry that an undesirable element might want to buy their wares. This must be avoided at all costs; so we have the Sunbeam Alpine, a sporty little car . . . at a mere $2,595, but not for just anyone. 'Some people think the ashtray is too small,' says Rootes, the distributor. They don't want to sell to cigar smokers . . .

"The Avianca 707 jets . . . are 'fussy where they fly. Not any island will do. Not any Latin country can go steady with these big beautiful Boeings.'

(Go steady with a Boeing 707?) . . . This is a superb example of the Keep-away—whole countries are being warned off . . .

"My car radio has been telling me . . . Chock Full o' Nuts instant coffee is not the best coffee I can buy. I believe them, and I don't even listen to the rest of the commercial . . .

"The Corningware electric percolator company has asked me point-blank if I think it really makes sense to spend $29.95 for an electric percolator. Now that I've given it a bit of thought, I'd say no . . .

"Savarin coffee is only 'if you can afford it.' Wolfschmidt's vodka is not intended for people who answer 'yes' to a teaser like, 'Is alcohol all you want from vodka? . . . Alcohol is all I want from vodka. It's all anyone I know wants from vodka, but I realize now that I move in the wrong circles. Some of my best friends are people whom *Business Week* ads advise not to subscribe, and alcohol is all they want from vodka too . . ."

We're inclined to agree with her that this is a trend that bears watching. Only last week we read a Ronson lighter headline that said something like, "Why should anyone pay X dollars for a Ronson lighter?"

If you see any other contestants in this little game of "Keep-away," please notify your trend-watching old Peeled Eye.

What Can a Man Believe?

If the *Illustrated Current News* is on the level with us, an irreparable loss has been suffered by the cliche world. An industrial research firm in Cambridge, Mass., it says, has created a ladies' purse "made of synthetic silk fashioned from sows' ears."

Don't Bug Me, Baby

"THE NEW AMERICAN: FAMILY CHAUFFEUR, FAMILY SHOPPER!" croons a high-class spread in *Life* by American Oil.

This series has undoubtedly gotten attention. But this particular entry, if we're not mistaken, rubs its white-kid-gloved hand up and down the American woman's spine with what'll look, to the poor slob who's paying her bills, like just a little too much oil.

"You're so busy," the copy reads, "you make a bee look lazy." "You buzz from home to school to supermarket to goodness-knows-where-all. Haul bags of groceries. Taxi broods of kids. Have your hair done. Look at hats. Pick up the cleaning . . ." #

Well, Dick Neff knows-where-all she buzzes, too.

After having her hair done and looking at hats (that's a *hat*?) and picking up her fancy cleaning, she buzzes right over to the nearest model agency in her Mercedes-Benz SLS, picks up her check for posing on the cover of *Vogue*, spends the afternoon at the beauty parlor, and then goes get a buzz on at "21."

And if she looks down her Elizabeth Arden nose as she turns those chimney-sweep eyelashes on me when I pull up to the American Oil pump, I'll ram my bumper right into her dual exhaust and squirt that all-American DE-ICER all over her mascara.

Man, oh Manischewitz, What a Taste!

Here's fascinating news for wine-lovers, gourmets, and other connoiseurs of gracious living. And it's even greater news for any little eight-legged creatures crawling around on your kitchen sink.

A recent bulletin of the *Chicago Tribune* Consumer Panel peeled our big, brown bloodshot eyes right out of their sockets with this listing:

Manischewitz Scouring Cleanser.

Will the cockroach population get loaded?

Will P&G strike back with Mr. Clean Champagne?

We'll keep you posted, if we can work up the courage to find out.

Ad-ecdote Dept.

On his morning NBC Radio show the other day, Jim Lucas claimed he recently overheard this snatch of conversation:

1st woman: "How's your husband?"

2nd woman: "Better than nothing."

Never thought we'd ever come back to the two-line joke, but that's what it is, all right.

We also like this one-liner from the same day on the same show:

Man to his wife: "You married me just to give your mother another man to criticize!"

The Incorrigible Makeup Man (Outdoor Division)

With the cows lowing piteously in New Jersey's pastures as New York muddles through its milk strike, we were peculiarly attuned to the message in this 24-sheet makeup blunder sent to us from 'way out yonder in Kalamazoo by R. Traverse of "Traverse Eddy Art."

"Don't run out of milk for the week-end," the parlay reads—"Try Falstaff Beer!" #

What They Were Saying 25 Years Ago . . .

Headlines of winners in the Seventh Annual Exhibit of Outdoor Advertising Art (AA, Nov. 23, 1936):

"Good-Bye Backache! I'm Getting an Electric Washer"—Consolidated Edison Co.

"They's Mostly Out Since They Got That New Ford V-8"—Ford Motor Co.

John Caples, Batten, Barton, Durstine & Osborn, addressing the Market Research Forum (AA, Nov. 2, 1936).

"The best advertisement, from the prestige or general attention viewpoint, is the one which is best from the immediate sales standpoint."

Mr. Duff-Cooper, British Secretary for War, addressing the annual meeting of the National Advertising Benevolent Society (AA, Nov. 16, 1936):

"There is a curious analogy between advertising and armaments. Nothing that wants to be known can do without advertising; no country that wants to be saved can dispense with armaments." #

"You get to feeling pretty big and important out there on the highway. And then you hit the city. You see all the other trucks and all the people. And you think, now there's something <u>really</u> big."

New York is the world's biggest market, the world's biggest opportunity for you. More than $23 billion will be spent by consumers in New York in 1962. How can you get your share? Try <u>The New York Times</u>. It serves New Yorkers with the most news...sells them with the most advertising. New York <u>is</u> The New York Times.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

You Can't Teach Morals Via TV Shows—Nobody Will Watch

To the Editor: So now we take to preaching, huh? No, that isn't quite what Bricker says (AA, Oct. 23) but that's almost what the assignment sounds like.

Who the heck believes that "honesty, integrity, and morality" can be sold, as he suggests? In the Congo, maybe, but not here. These human qualities are "taught" most effectively (if at all) by indirect methods, such as a child imitating his parents in speech and action.

Back when I taught school, we had two sayings that apply here: (1) You can't fool kids or any other learner; and (2) kids always go to the best show in town. Sure, we advertising people can come up with "—a weekly or bi-weekly telecast, aimed specifically at improving national values." And just who will watch it? *Nobody*—except the do-gooders and those viewers who can get that one channel only. The very ones who need it most (?) will be watching some other show, if they have a choice.

Why? Because nobody wants his character built or his citizenship upgraded. Most folks get sore if you even suggest, no matter how subtly, that they need any such. Nobody wants to be told what he should do, either directly or indirectly. The very fact that anyone thinks he is in position to suggest what should be done as regards moral issues is enough to turn discerning viewers away from the program. Everyone—and most especially young people—is very sensitive about this. They resent authority that expresses itself in a "here's what you should do" manner. And they soon learn to avoid any and all situations that are supposed to be "good for you," just as they instinctively turn away from situations where force or bribery must be employed. We will have lost our audience—by the flick of the wrist—at exactly the moment our carefully hidden purpose is spotted.

Most people watch tv to be entertained, not to have their character built. Let's clean up the shows a bit and leave the editorializing to others. Kids can draw their own conclusions.

Ever wonder why Khrushchev doesn't follow the Golden Rule? Now, don't tell me he never heard of it! Maybe we should do a telecast to win him over. This assignment would scarcely be any more difficult or less fruitful than the one Bricker suggests.

M. H. Banner,
Normal, Ill.

• • •

He Notes Swift AA Coverage of News

To the Editor: I wonder if your readers appreciate the "fast news reporting" you did to present on Page 1 of the Oct. 30 issue the news that "Florida Citrus Reappoints Benton & Bowles."

Your third paragraph stated that the decision was handed down at noon on Friday, Oct. 27—and I happen to know that the news was not available until then—and must have been wired or phoned in to meet your press deadline.

The *Tampa Tribune* reported the news Saturday morning, Oct. 28, and the *New York Herald Tribune*, which is excellent in reporting news, carried the news in its Monday morning edition, Oct. 30.

I received my copy of the Oct. 30 Advertising Age down here Monday a.m. Oct. 30, the date of your issue.

I have no personal interest in the account, although as a resident of Florida I have been following the report of the presentations by the several agencies to the Citrus Commission, in your columns over the past weeks, and have good friends in three of the agencies which were down seeking the account.

Congratulations on your press coverage.

Val A. Schmitz,
Clearwater, Fla.

• • •

Berlitz Hindu Ad Gets Indian Reader Right Here

To the Editor: India was never like this, but Madison Ave. knows better. A full-page advertisement in *The New Yorker*, the oh-so sophisticated magazine, asks: "Who'll let the mongoose loose when there's a mouse in the house?"

After this catching line, the text goes on: "Imagine, please, a tranquil Indian summer morning in New Delhi. You are at your office in the city—an American earning

your living in a foreign country. Your wife is planning her day back at the house. Suddenly she hears the patter of little feet—four of them—and a little grey intruder scurries across the living room.

"Aieeee! Time to call the man with the mongoose—nature's most efficient mousetrap.

"But *will* your wife know to call him? Will she know how to ask for him—and will he understand her when he gets there? This leads to the heart of our message for today: When you come to Berlitz to learn to speak Hindustani, or any language, your wife can join you for less than half your tuition."

Aieeee! The perils of pretty Americans abroad! As an Indian, they really nibble my heart strings—from here to the Hoogly.

G. J. Advani,
Baltimore.

Why are parents such a puzzle!
Because they're smart, like little girls.
Not easy to figure out like little boys.
Parents understand the way little girls think.
All jumbled up and mysterious — until you
fit the parts together. And then you have
a whole beautiful world to play with.
ALYSSA

A present is a surprise and
the more you want to open it the more you love it.
You try to peek inside but the ribbon won't let you.
You try to listen but it won't say a word.
So you imagine and you imagine until
the last bursts wide open with curiosity.
All full of surprises. Just like a little girl.
ALYSSA

Agrees with Creative Man That Alyssa Ads Blend Visual, Copy

To the Editor: May I express our gratitude for the Creative Man's highlighting of our Alyssa advertisement in your issue of Oct. 30, although I was somewhat dismayed by his omission of the agency responsible. For once we are in almost total agreement with the valid comments he made about the ad. It is the first ad in a continuing series designed to project the Alyssa name as the very finest in the children's dress industry. I have enclosed two additional ads, which show the development and follow through of the campaign. The comments and reaction have been extremely gratifying.

It is interesting to note that although the dress has been cropped a good deal, 20 major stores across the country still wanted to tie in with heads.

Regarding his statement that this is not a "sell ad," our feeling is that any manufacturer who runs advertising to sell an individual item rather than a line is making a serious mistake. This is particularly true in the soft goods industry.

I would also agree that this is a perfect blending of visual and copy as provided by Gene Garlanda our creative director and Mildred Fields our copy chief . . .

Murray H. Salit,
Vice-President, Irving Serwer Advertising Inc., New York.

Seekers of Highly Talented A.M.s Should Hire Agency

To the Editor: In one of your recent issues I read an ad requesting the services of an unusually talented man. They wanted a man who was young yet experienced. The ad went on to say that he had to be a layout man and a finished artist, a typographer, a photographer and have a rounded knowledge of production. In addition, to quote the ad, he had to be "a go-getter, a fast-mover." He must, indeed, for I know only two men in this country who could come near measuring up to this series of superhuman requirements (both of them have their own businesses).

This ad is typical of many that have cropped up in recent years seeking advertising managers for small and medium sized concerns. It is notable only for the desirable traits it did not name . . . one assumes because of insufficient space.

I want to point out to such do-it-all talent seekers that in this modern age of specialization *each* of the above mentioned requirements usually employs the fulltime abilities of one or a number of persons. Advertising people have specialized to this degree for several reasons of which I will mention only a few:

1. Each of these fields is highly technical and may take years to learn.

2. No one person can hope to become intimately familiar with every facet of advertising.

3. It has been found to be *cheaper* and *more rewarding* to the advertiser to employ the talents of a team of such specialists rather then a single person with a generalized knowledge.

Some time ago someone gathered these specialists together under a single roof for the purpose of coordinating their individual abilities to meet a client's specific advertising requirements.

Yes! You have it! It's called an advertising agency. It's the cheapest and most rewarding (saleswise) method through which a client can obtain a good "go-getting, fast-moving" advertising program.

The job of an advertising manager is a tough, fulltime administrative problem in which he must tie together his company and his agency as a working team. The company shouldn't expect him to write the copy, create the art, select the media and originate new ideas. If they do, they will end up getting short changed in their advertising program.

W. M. Patterson,
Pattersons Advertising Agency, Richmond, Ind.

• • •

Dull Techniques Used in Bid for Citrus Account Shock Him

To the Editor: I am shocked . . . truly shocked!

Three million dollars in billing is at stake in the free-for-all for the Florida Citrus Commission business. Some of the biggest advertising agencies in the world are in the running—and the techniques being used by most to woo and win the account went out with the horse and buggy.

Today we have the most exciting audio-visual tools ever conceived at our disposal; we have refined persuasive techniques to a frightening effectiveness; we have studied human behavior and motivation ad nauseam. Still the advertising presentation plods on in its old pedestrian way.

I was not at Lakeland. I have not been in on many such presentations. If the photographs in your Oct. 23 issue are any indication of the general creative caliber of these activities industry-wide—all I can say is that advertising agency management would do well to study some of the lively presentations being made, for example, at their client's sales meetings. See how minds are reached and sold.

There isn't a reason in the world why agency presentations can't be exciting, captivating, original. The big step has been taken in print and tv—what about in *person*? Whether it's for a new client, a new campaign, a new program—a new or old *anything*—how about trying real hard not to make it

U.S. News & World Report

The "bull's-eye" market today

More managerial readers per advertising dollar

	GENERAL OFFICERS	TOTAL MANAGERIAL
"USN&WR"	70	141
Newsweek	59	129
Business Week	46	82
Time	39	80

Source: Latest available information from each magazine, based on 1962 rates and rate bases for all four magazines.

Get the facts. Weigh the research. Compare.
For full details call our advertising office at Prudential Plaza, Chicago 1, Illinois. WHitehall 4-2707

U.S.NEWS & WORLD REPORT

Useful News for Important People

NOW MORE THAN **1,200,000** NET PAID CIRCULATION

Your Address: Chicago's magnificent gold coast

181 East Lake Shore Drive

Overlooking Lake Michigan . . . five minutes from downtown . . . steps from Michigan Avenue stores. Fine Restaurant. Superb rooms & suites at sensible prices.

Donald O. Cronin, Mgr.
SUperior 7-8500

LAKE SHORE DRIVE HOTEL

dull? Your "live" audience can't turn the page or change stations —but they can, and do switch off their minds!

Step lively, boys!

Jack I. Moss,
Audio-Visual Consultant-Writer, New York.

• • •

'Power & Glory' Commercials Showed TV's Impertinence

To the Editor: Once again television conclusively proves its immaturity, impertinence and total unconcern for the viewing public.

Last month's "The Power and the Glory" (CBS) was highly touted in preview and publicity as striking a massive blow for mature programming. The play itself was superbly acted, dramatically presented and was, in the opinion of many, indicative of what power and glory lies inherent in tv's potential impact. Would that it were so!

Did anyone count the commercials? I frankly lost count. They certainly totaled up to the maximum allowable for a two hour presentation. Commercials, spots, station breaks, shampoo, television sets, radios, numerous local tie-in products spewed forth from the screen of our "hell box." Commercialism, rank and obvious, effectively dissected a modern classic, relegating it to a series of continuity-destroying episodes.

The techniques of "the late show" commercial applied to a primetime dramatic presentation are a tribute to tv's suicidal urge. If the trend is to continue, and there is no reason to think otherwise, I personally shall take Hollywood's advice—"get more out of life . . . go to a movie!"

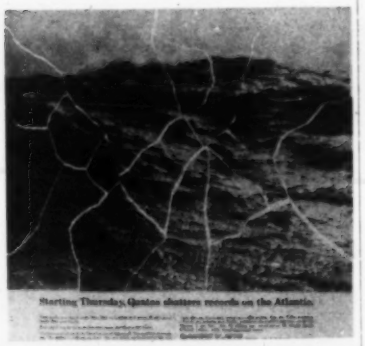
M. E. Jeffkin,
Al Paul Lefton Co., Philadelphia.

• • •

Doyle Dane Said It Superbly —and First, One Adman Recalls

To the Editor: Even as the sun rises over the New Haven Railroad right of way, Morning Commuter Division, one is reminded by ads such as this that [Doyle Dane] Bernbach is bright and Reeves is right.

Rosser Reeves, you remember, so accurately pointed out (in "Reality In Advertising") that the imitations must inevitably remind of the original. I wonder if anyone could have seen this Qantas ad



(clipped from the *Tribune* several early mornings ago) without being reminded immediately of [Doyle Dane] Bernbach's great ad of a few years back for El Al Airlines; the "peeled page" that shrunk the seas—and sold seats, I'm sure—with "Starting Dec. 23 the Atlantic Ocean will be 20% smaller."

And the pity of it is that the Qantas ad is *not* bad; it *is* second.

William Rich,
Rich, Bryan & Curtis, New York.

• • •

Newport's Image Has Gone Up in Smoke

To the Editor. It would appear that some little gremlin on *Look* has a rather wry sense of humor.

The Oct. 24 issue of that publication carried on Page 88 the story of the great scandal in Newport, Ky., and on the facing page an ad for Newport cigarets.

One wonders if the head of the Newport underworld doesn't also dwell in a crush proof box and perhaps have cached away somewhere a good deal more than a mere hint of a mint.

Albert N. Podell,
Picture Editor, *Argosy*, New York.

• • •

He Eulogizes Jake Sawyer for His Personal Qualities

To the Editor: Just finished your editorial tribute to Jake Sawyer [AA, Oct. 30] and would like to add a thought or two which have nothing to do with his very valuable contributions to the ad industry.

Behind that bluff exterior was one of the kindest guys this business is likely to see for a long time. I can recollect a number of occasions when Jake Sawyer went out of his way to give me a boost when there was no possible way for me to repay the debt. He did it quietly, with no fanfare, brushing off thanks with an embarrassed change of subject.

In a business that has its fair share of organization men, Jake stood up and got counted on many issues when lesser men headed for cover. His brand of courage is rare because it comes from being heated and hammered and there are not many who will subject themselves to this kind of tempering.

To use your phrase "on balance," we have lost a man whose personal qualities were as valuable as his professional contributions.

William M. Galbraith,
Glen Ellyn, Ill.

• • •

Spade Work on 'Dig for Facts' Theme Done Years Ago

To the Editor: Those Suth'n gentlemen squabblin' over who dug the spade in the ad first (AA, Oct. 16)—and who first used the "Dig Deeper for Facts" line—evoked an amused chuckle in some of us older hands who've been around almost as long as that tired and dusty line . . . with its much-worn shovel.

In 1951, as I recall, our old boss Will Grant had the Chicago boys prepare an elaborate super house organ intended for use by the new business pitchmen to sell the Grant advertising system.

On the cover, big-and bold, was a shovel, and the headline "Dig Deeper for Basic Facts." I think Will's crew copped it off some Stone Age walls (circa 10,000 B.C.), or some hieroglyphics of the Pharoahs.

Now, in 1961, two guys, unaware of its previous origins, are accusing each other of stealing this hot, new idea.

Gimme that shovel, boys. Let's bury it . . for good.

Andy Howlett,
Cleveland.

• • •

Certification Proponents Are Certifiable, He Infers

To the Editor: I have racked my memories of more than 20 years in advertising and public relations in a fruitless effort to recall anything quite so idiotic as the move to certify the qualifications of advertising people. If the promulgators of this dizzy scheme believe that some cabalistic symbol after a man's name will serve as a warranty of his competence, may I ask just who will certify the certifiers?

John Eckels,
Pittsburgh.

• • •

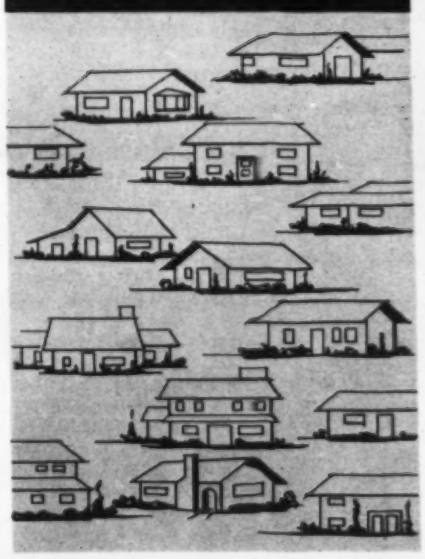
Editorial Offensive to Him

To the Editor: I think ["Those Crazy Breakfasts," AA, Oct. 2] is an opinionated and offensive blast, and in nowise deserves to be called an "editorial."

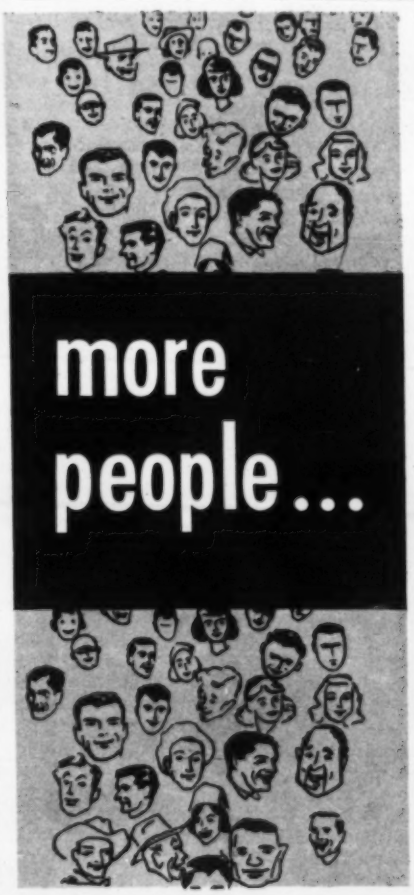
Harold R. Gingrich,
Oak Park, Ill.

INPAK SYSTEMS, INC.
Consultants to Management on Packaging
441 Lexington Ave. New York 17, N. Y.
"DESCRIPTIVE BOOKLET ON REQUEST"

more homes...



more people...



more potential customers

delivered on WFAA-820 Dallas!

A NEW CONCEPT PAYS OFF! WFAA-820's **"Southwest Central"** format is just six months old, and already it has made the dominant radio voice of North Texas even BIGGER! There have been gains in 25 of 26 quarter hours; more men listeners; more women listeners; more potential customers delivered on WFAA-820 in the metro and station total coverage area **than on any other station!***

"WHAT IS SOUTHWEST CENTRAL"? It's a modern concept in radio . . . more complete news coverage . . . a fresh sound in music . . . featurized programming including farm, sports, fashion, food, markets, editorial, business, timely public service features . . . genuine ELECTRONIC JOURNALISM. The "Southwest Central" concept was formulated to retain the solid following of loyal, long-time WFAA listeners and to add appeal for a vast new audience of young adults — that youthful age from 17 to 77 — all prospects for your products!

WFAA-820 truly **delivers** those who control the nation's purse-strings! Let your PETRYMAN put this potential to work for YOU!

(*Source: A. C. Nielsen, July-August, 1961)

WFAA-820
RADIO DALLAS
Represented by Edward Petry & Co., Inc. The Original Station Representative

AT "Communications Center" DALLAS
WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

FACTS BEHIND 615 SEPARATE SALES TESTS

We recently reviewed 615 separate sales studies conducted during the past five years, turning up some unusual and interesting facts.

* * *

For example, though you probably would have correctly guessed that new product sales testing accounted for the largest share of use of Burgoyne Sales Studies, here is a look at the full breakdown:

New product tests.....37%

Sales promotion tests.....18%
(deals & premiums)

Accelerated local advertising.....16%

Appraise market trend....12%

Evaluate competitive activity.....10%

Controlled situations..... 7%
(product and package changes, etc.)

* * *

Further, we found that about 60% of Burgoyne Retail Sales Studies were conducted in cities of 500,000 population or less, and that the ten most popular test cities during this 5-year period were: Syracuse, Columbus, Grand Rapids, Indianapolis, Cincinnati, Omaha, Peoria, Dayton, Toledo, and Denver.

* * *

As a favor to our advertiser and agency friends, copies of this "Analysis of 615 Sales Studies" have been printed and are available on a first come, first served basis. Simply send us a request on your letterhead.

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO
CHICAGO OFFICE Palmolive Bldg. PHILADELPHIA OFFICE 1405 Locust St.

Watchmakers of Switzerland Ties Localized Drives to Magazine Ads

Credit, New Kinds of Outlets Among Group's Volume-Building Moves

NEW YORK, Nov. 14—Watchmakers of Switzerland is conducting a two-week marketing blitz in Denver, complete with contests, radio spots and newspaper ads, aimed at solidifying consumer confidence in Swiss-made watches.

Highlight of the promotion was a special 32-page supplement in the *Rocky Mountain News* Nov. 12, carrying ads of 26 watch companies. The section will have about the same closing date as regular pages of the paper, allowing for last-minute retailer and watch company tie-in ads; 44 retailers had booked ads in the supplement.

Earlier ads in the *Rocky Mountain News* and the *Denver Post* announced a consumer traffic-building contest, with entry blanks available at local jewelry stores. In addition to the opening contest ads in the local supplements of the two papers Nov. 5, and 20 40-line follow-up ads, Watchmakers of Switzerland has booked 96 radio spots on KOA and KLZ and also is sending out direct mail to "selected quality households" in Denver, containing a certificate for a free gift at local jewelers' and entering the recipient in the contest.

■ (No Swiss watches are being offered as prizes, because Watchmakers of Switzerland discovered in a similar promotion in Boston that people won't buy watches if there's a chance to get one free.)

The grand prize is a trip for two to Mexico City and Acapulco, with hotel accommodations, plus $200 spending money.

Watchmakers of Switzerland is offering local jewelers tie-in newspaper mats, radio scripts, window and counter displays and other promotion copy. The campaign will be backed by publicity activities throughout the promotion, such as the presentation to the city of Denver of an exact replica of the famous flower clock in Geneva, Switzerland. The 32-page supplement in the *News* will also contain articles on latest watch styles, new gift ideas and how to save "dollars and disappointment" when buying a watch.

The themes being plugged in Denver are also the selling points in the group's national advertising in November and December issues of *Life* and *Reader's Digest*. Color spreads ask prospective watch buyers to look for "Swiss on the dial, 17 jewels in the movement." The association has sent direct mail pieces to 20,000 jewelers throughout the country, offering them a window-counter display of a "floating" watch movement encased in plastic.

■ *Reader's Digest* helped coordinate the campaign with 40 of the country's biggest watch distributors (which do 90% of the business) by sending out zippered leatherette portfolios containing advanced proofs of the ads, display samples and details of the Denver program.

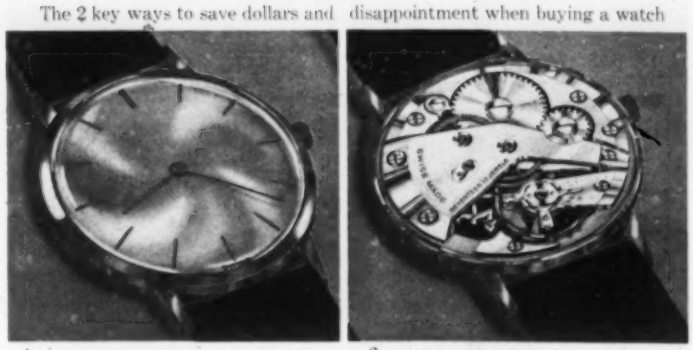
Life directed its merchandising efforts at a number of department stores in key markets, the "neglected area" in the watch business. The magazine incorporated 17-jewel selling pointers with an incentive contest in direct mailings to watch department sales personnel. Department stores are considered an ideal outlet to push the new "low end" lines.

Both local and national promotions of the Watchmakers of Switzerland are intended to tell the consumer about the quality and dependability of the Swiss watch, in answer to the inroads made by Timex and other pin-lever watches. Due to the group's "inherent budget limitations" ($750,000 spent on advertising a year), it will continue to schedule city-by-city "educational" operations like the one in Denver in other markets in the spring and fall. Cities in Texas and Ohio are next on the list, the association said.

■ In addition to securing the consumer's confidence in quality watches, which has been shaken by pin-lever watch advertising, Watchmakers of Switzerland also ticked off a couple of other marketing goals.

One of the things Watchmakers would like to improve is the 1.25 per year turnover of watch stocks in jewelry stores. Most Swiss watches in the stores are anywhere from eight to 20 years old, Watchmakers of Switzerland points out.

At the same time, Swiss watchmakers and their distributor-importers want to keep an "orderly" market, which means they want to keep their product from being discontinued. In an effort to achieve both of these objectives—higher turnover and stable prices—several jewelry chains are moving into un-traditional outlets, and are expanding credit.


The 2 key ways to save dollars and disappointment when buying a watch
1. SWISS ON THE DIAL, $20 to $1,000 ... popular quality watches to the world's finest jewelry watches ... whatever price you intend to pay, the fact is: only the Swiss are world-famous for fine watch value in a wide range of prices and styles. The reason? Only the Swiss combine over 300 years of watchmaking experience with modern technology to produce the quality Swiss watch exactly priced for you.
2. 17 JEWELS IN THE MOVEMENT. The jewels in a Swiss movement are your assurance of years of accurate, trouble-free performance. The big difference is reduced friction. Instead of metal bearing on metal, the jewels cushion friction and resist to an amazing minimum. You get longer, more accurate watch life. So whatever style and price you desire, to save dollars and disappointment always insist on 17 basic jewels ... Swiss on the dial.
THE WATCHMAKERS OF SWITZERLAND

GENUINE—*Watchmakers of Switzerland is urging prospective watch buyers to look for "Swiss on the dial, 17 jewels in the movement" in color spreads running in Life and Reader's Digest.*

'Allentown Call-Chronicle' Installs Bulk, Page Discounts

The *Call-Chronicle*, Allentown, Pa., has abandoned its three-year-old monthly cash-space discount plan in favor of annual volume contracts, with added discounts for full pages. New discounts will run from 1% to 16% in the brackets recommended by American Assn. of Newspaper Representatives, with an additional 4% credit for pages. Corporate blanket contracts will be recognized.

The newspaper will keep its 36¢ line rate intact. Effective date of the new card will be Jan. 1, 1962, but advertisers can use the new terms immediately. The *Call-Chronicle* interviewed "hundreds of advertisers and agencies who said they wanted a simple, concise, easy-to-read rate structure without multiple contracts."

'Successful Farming' Names Three; Merrill Retires

Successful Farming, Des Moines, has appointed Larry Nothwehr sales and merchandising representative for eastern Iowa and has named Gerry Flint to take over sales duties in the western Iowa and Nebraska territory, in addition to handling assignments in the field merchandising department. Mr. Nothwehr and Mr. Flint were formerly on the sales promotion staff. Richard M. Reinhard has bene named manager of a new Cleveland advertising office of *Successful Farming*. He has been in the publication's Chicago office since 1956.

Don Merrill, for 35 years a *Successful Farming* ad sales representative in Chicago, Cleveland and Pittsburgh, has retired.

Henderson Names Two

Henderson Advertising Agency, Greenville, S.C., has appointed Dan MacMillan and A. S. White copy group heads. Mr. MacMillan was formerly a vp of Fitzgerald Advertising Agency (now Knox Reeves-Fitzgerald), and Mr. White was formerly a copy group head of J. Walter Thompson Co.

WAVE-TV viewers do 28.8% more LAUNDRY

—use 28.8% more soaps, detergents, bleaches, bluings and starches!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

ENTER NOW... ABP'S 20th AWARDS COMPETITION FOR OUTSTANDING BUSINESS CAMPAIGNS OF THE YEAR

TWO GROUPS OF AWARDS:

1

For advertising that appeared during 1961 in merchandising publications—

7 First Awards
14 Certificates of Merit

2

For advertising that appeared during 1961 in industrial, institutional and professional publications—

7 First Awards
14 Certificates of Merit

CLOSING DATE FOR ENTRIES IS JANUARY 31, 1962. SO DON'T DELAY.

ASSOCIATED BUSINESS PUBLICATIONS
205 East 42nd Street
New York 17, N. Y.

Yes, sir! Count my campaign in. Please send me the "rules" folder by return mail.

Name_____
Company_____
Address_____

Stay United, Marshall Warns Elements of TV

(Continued from Page 1)

our total efforts are fractionalized and dissipated against ourselves, we will not be strong enough to support the growth that can support us as we help support our nation's economy.

"The choice is up to us," he concluded. "Either we continue to agree that our total effort must be more than the sum of our individual desires, or we divide to be conquered."

■ A bit more encouraging was the report from Norman E. Cash, president of TvB, who said that the bureau's sales development, research and promotion in 1962 will be increased as far as budgets allow—"and that means spending all our income"—to increase advertiser investments in tv.

Mr. Cash indicated that the tv industry should raise its rates. Despite a circulation growth in homes of 1,700,000, he pointed out, spot charges in 200 markets have increased only $2,115 per half hour, and network charges have increased approximately the same. This new circulation, he explained, costs the advertiser only $1.234 per thousand.

By comparison, he cited a $9.27 cost per thousand for new magazine circulation, and a $14.09 cost per thousand for newspaper circulation gains.

"We are delivering a better product," he said. "We have a right to charge more."

■ Charles F. Rosen, executive vp of W. B. Doner & Co., gave the TvB members five suggestions on "how to bring back print advertising," including the blunt method of continuing "to mount vicious attacks on other media." If tv would constructively build its own case, without slashing all other media to ribbons, he said, the agencies, the public and the tv industry would all benefit.

Mr. Rosen also said another way to "bring back print" is to pay widely-publicized attention to ratings. Constructively, he suggested that tv throw out all of the commercial rating services and start a non-partisan, industry-sponsored scale of audience measurement comparable to the Audit Bureau of Circulations. He said such a scale would put ratings in their proper frame of reference and give tv more stature.

■ William B. Lewis, chairman of the board of Kenyon & Eckhardt, dissected tv programming to illustrate how tv can answer its critics. He pointed out, for example, that tv's annual program bill is "a staggering $500,000,000 a year." And yet tv must fill the hours or lose its franchise.

The average tv station must telecast approximately 250 programs each week, he said. By comparison, Hollywood's output would fill only 15 or 16 hours of tv time per week on one network; Broadway's new efforts would fill six hours and 20 minutes a week on a single network; and not all of the new movies or plays win Oscars or drama critics' awards.

"If the nation's entire entertainment budget could be channeled into tv," he said, "we would still not come close to perfection in programming for the simple reason that there are not available at any price the talented actors, writers, directors and producers necessary to fill 380 hours a week [presumably, 126 hours per week on three networks] with programs that would please all of our critics."

■ Thomas B. Adams, president of Campbell-Ewald, told the meeting yesterday that criticism of advertising has increased since advertising went on tv.

"This is a tribute to the power of your medium," he said. "Tv has focused attention on advertising more acutely than ever before, and as a result, advertising realizes today that not everybody is wildly in love with it." This, he said, is a good thing to know.

Mr. Adams compared tv with the automobile industry. The American automobile, he explained, has been criticized as too big, too gaudy, too powerful. The encouraging thing is that the auto industry is still going strong, he said, and tv also may expect to survive.

■ TvB elected A. Louis Read, exec vp of WDSU-TV, New Orleans, new chairman of the board, replacing Mr. Marshall. S. Payson Hall, treasurer, Meredith Publishing Co., Des Moines, was reelected secretary, and Gordon Gray, president, WKTV, Utica, reelected treasurer.

L.A. Water & Power Account to Edelstein

LOS ANGELES, Nov. 16—To nobody's surprise, least of all the five agencies which last week competed for its $400,000 account, the Los Angeles Dept. of Water & Power today awarded its business to Irvin L. Edelstein & Associates.

Last week the Edelstein shop was one of five agencies to make oral presentations before the department's board of commissioners. Others were Compton Advertising, Fuller & Smith & Ross, Milton Weinberg Advertising and Wade Advertising (AA, Nov. 13).

The department's account originally was opened to competitive agency presentations after local newspapers charged that the business was to be moved to the Edelstein agency without "competitive bids." Robinson & Haynes was the previous agency. It was also charged that political considerations were a factor in the switch, since Mr. Edelstein served as a press adviser to Mayor Sam Yorty during elections last spring. #

Basford Resigns Crucible Steel; Price & Price Named

Crucible Steel Co. of America, Pittsburgh, and G. M. Basford Co., New York, have parted after 12 years, and Crucible has named Price & Price, Pittsburgh, to handle its account, effective Jan. 1. Basford said it resigned the account because of a fundamental difference of opinion over the role advertising should play in the company's marketing operations.

Crucible's ad budget for stainless steel products has dwindled from a peak of about $750,000, following a management change four years ago. Currently, it spends about $50,000.

Electronic Book Tells Rates

Electronic Products, which is adding zones to its regional editions (AA, Nov. 13), will charge a b&w rate of $535 in its eastern edition, $360 in the midwestern, and $415 in its western edition. In reporting the zone additions (AA, Nov. 13), AA gave only the magazine's national page rate of $800, which will be unaffected. The magazine is published by United Catalog Publishers, Hempstead, N. Y.

Last Minute News Flashes

National Sugar, Exquisite Form Name Papert, Koenig

NEW YORK, Nov. 17—National Sugar Refining Co., producer of Jack Frost and Quaker sugars, has appointed Papert, Koenig, Lois to succeed Young & Rubicam as its agency, effective Jan. 1. Last year the company budgeted $500,000 for advertising. Twelve agencies competed for the account. Papert, Koenig also has been appointed by Exquisite Form Industries to handle its Exquisite Form brassiere division, effective the end of January. The present agency is Kastor, Hilton, Chesley, Clifford & Atherton. The move will consolidate the Exquisite Form account at Papert, Koenig, which has handled the Silf Skin and Magic Lady divisions since last spring. The company reports its total billings at $2,000,000.

Niefeld Joins John W. Shaw as VP of Marketing

CHICAGO, Nov. 17—Jaye S. Niefeld, director of marketing of Clinton E. Frank Inc., will join John W. Shaw Advertising on Nov. 20 as vp in charge of marketing, a new position, and a plans board member.

Hazel Bishop and North Part; Other Late News

• **Hazel Bishop Inc.,** New York, and North Advertising will end their relationship Nov. 30 after nine months. The upcoming merger between Bishop and Lanolin Plus has created product conflicts with the Toni division of Gillette, also handled by North. The account reportedly had been billing about $200,000 monthly since September, but has no further advertising scheduled this year. Lanolin Plus is served by two agencies, Daniel & Charles and C. J. LaRoche & Co.

• **Hilliard S. Graham,** vp and account supervisor at Erwin Wasey, Ruthrauff & Ryan, Chicago, will join Ekco Products Co., Chicago, on Jan. 1 as vp in charge of merchandising—a new position. Mr. Graham has been with EWRR for seven years.

• **Simoniz Co.,** Chicago, has appointed Masius & Fergusson, London, its agency for European advertising. Recently Simoniz S. A. was formed, with headquarters in Lausanne, Switzerland, to handle worldwide international operations.

• **William Esty Co.** has named three creative directors: William Strosahl, exec vp; Howard Shank, vp; and Robert Betts, who is rejoining Esty after two years with Kudner Agency as senior vp and creative director.

• **White Stag Mfg. Co.,** Portland, Ore., has appointed Carson/Roberts, Los Angeles, to handle its ski-wear, girls' wear and West House Juniors divisions, billing more than $150,000. The present agency, E. A. Korchnoy Ltd., will continue to place ads through the ski, spring and summer seasons. Carson/Roberts, however, will begin immediately on the fall and ski season campaigns for next year. Ellington & Co. will continue to handle White Stag's women's division.

• **Robert G. Urban,** formerly vp of marketing for the consumer products division of Philco Corp., Philadelphia, has been named president of ASR Products, New York, a division of Philip Morris Inc., effective Nov. 20. He will direct operations of ASR's three divisions—American Safety Razor, Supreme Products and Lightfoot Co. No successor to Mr. Urban has been appointed by Philco.

• **Six Canadian newsprint producers** will reveal results of what is referred to as the first scientific measurement of the U. S. national newspaper audience to agencies and advertisers at an early morning session on Nov. 29. The study was done in cooperation with the Bureau of Advertising, ANPA. The $60,000 project, conducted by Audits & Surveys, is in addition to a $40,000 Harvard study on the effect of repetition in advertising; the Harvard findings are expected "soon."

• **John Kallir,** who resigned last month as vp of William Douglas McAdams Inc., New York, will open his own pharmaceutical agency, John Kallir Advertising, Dec. 1, with offices at 25 W. 43rd St.

• **Beverage by Wire,** Dallas, a new national liquor delivery system launched this month, has scheduled ads in 12 beverage trade journals, a 1,200-line *Wall Street Journal* insertion, and color pages in December *Bon Appetit* and *Playboy*. Glenn Advertising Inc., Dallas, is the agency.

• **Paul R. Lee** has been promoted to manager of the new marketing department of Volkswagen of America, Englewood Cliffs, N. J. He is succeeded as national advertising manager by Helmut Schmitz. Paul R. Davis has been named manager of special projects in the new department.

• **Magazine Publishers Assn.** has retained Selvage & Lee as its pr counsel, effective immediately. MPA denied that the appointment had anything to do with magazines' "image" but acknowledged that the pr organization might apply itself to "other areas." Selvage & Lee has offices in Chicago, New York, Richmond and Washington. MPA has been without outside pr representation in recent years.

• **Tillamook Cheese,** Tillamook, Ore., will open a radio drive Nov. 20 on 20 stations in California, Oregon and Washington, to extend until spring. The shows will use Frank Goss, new CBS personality, plus shows originating in Los Angeles, San Diego and San Francisco. Showalter Lynch, Portland, is the agency.

• **Pepperidge Farms,** Norwalk, Conn., is about to test Ready-To-Bakes, new frozen cake batters, in Pittsburgh and Houston. The product was tested in other markets earlier this year, using newspapers, television, couponing and point of sale promotions. Ogilvy, Benson & Mather, New York, is the agency.

• **Arnold Alpert** has terminated his association with *Sponsor* as vp and assistant publisher. He joined the publication last March, when he sold *U.S. Radio* to Sponsor Publications; it has since been announced that *U.S. Radio* will be published as a section of *Sponsor Magazine*, starting in January (AA, Oct. 16).

• **Reginald W. Twiggs,** former vp and manager of Cunningham & Walsh, Los Angeles, won a round in his slander suit against C&W yesterday when Judge Robert H. Patton in Los Angeles superior court upheld his amended complaint and continued the case to Dec. 5. A C&W motion for a demurrer to the original suit was upheld last month (AA, Oct. 9). Mr. Twiggs seeks $900,000 from the agency, Robert R. Newell, president, and Robert W. Dailey, western exec vp.

FCC Poses 7 Questions for TV Net Heads

(Continued from Page 3)

program packagers, producers and representatives of civic organizations who have testified at hearings in New York, Washington and Los Angeles during the two years the study of tv program selection procedure has been under way.

The seven areas listed by Mr. Minow were:

• 1. Network control of programming. The record of the inquiry shows a "marked trend toward acquisition by networks of financial interest in the programs which they place in their schedules," the letter said.

Some ownership information will be accepted in confidence, and other information is to be made public, the letter said. "In addition to the information supplied in exhibit form," the letter said, "it will be necessary for commission counsel to examine appropriate representatives of your organization with regard to your policies and practices as to financial interest in and control of programs."

• 2. Relations with talent agents who also act as producers and packagers. FCC noted that network lawyers have already been advised orally of the commission intention of examining the relationship of these talent agency-producers with networks in producing, selecting and scheduling programs.

• 3. Program selection. Under this heading, Chairman Minow indicated networks will be asked to respond to charges that programs are geared to the needs of the advertisers who want the largest audiences. "As you doubtless know," he wrote, "there has been much testimony from persons engaged in television programming in various capacities that, in recent years, network television schedules have lacked 'diversity and balance' necessary adequately to serve the tastes and needs of substantial segments of the national television audience.

• 4. News and public service. In their discussions of this kind of programming, Mr. Minow suggested, it is particularly important that networks touch on such factors as public acceptance and "clearance" of programs.

• 5. Ratings. "While the commission obviously cannot and should not seek to prescribe or advise the networks with regard to the details of their commercial operations, it is important for us thoroughly to understand the use made by the networks of such information in selecting their programs and the effect of such use on the ultimate composition of the schedules."

• 6. Censorship of programs by sponsors. "Throughout the record there is an abundance of testimony with regard to the policies and practices of sponsors in the selection of the programs which they wish to sponsor and the editing or censorship of the subject matter, scripts, casting, etc., of programs or episodes of programs before they are 'aired'," Mr. Minow wrote.

• 7. Affiliate-participation in program process. Each network is to be asked to describe the opportunities that are provided for affiliates to exercise informed judgments, prior to exhibition, as to subject matter and content of network programs. #

Fury Newman

Sawyer Dwyer

Choate Murphy Gromer Greiner Matthews

FOUR A'S REGISTRANTS—*In good spirits while registering at the eastern annual conference of the American Assn. of Advertising Agencies with Andree Fury were Joseph H. Newman, O. S. Tyson & Co.; and Howard G. Sawyer, Marsteller Inc. Other registrants included A. Richard Dwyer, Carpenter, Matthews & Stewart; Malcolm Choate, Culver Advertising; J. David Murphy, McCann-Marschalk; Frank Gromer, Foote, Cone & Belding; and Kirk Greiner and Pete Matthews, Young & Rubicam.*

Computer vs. Brain in Media Picks Is 4A's Issue

(Continued from Page 1)
departed from reality."

■ He said it was the "communicative substance" of media with which admen must be concerned, versus any of its new electronic methods. Suggesting that computers would have trouble formulating "motivational research which, in many instances, is based on Freudian analyses," Mr. Matthews added: "With all due respect to the commercial reference of Viennese fatuities, we have not yet found a way to put these into Arabic numerals." (Later, the Y&R media boss told ADVERTISING AGE he especially meant the "subjective elements in human conduct which are peddled by certain organizations to give guidance on people's reactions to certain kinds of advertising.")

A media man, said Mr. Matthews, must "still exercise his human judgment. He must make relations which the tabulator cannot make. He must interpret quantities; he must discern trends; he must appraise qualities of editorial direction—go behind the printed page to the editorial mind; he must risk new, untested means; he must imagine uninvented forms and unexpected ingenuities of scheduling.

"He must not only have the dimensions, but also the understanding, of markets. He must feel in his bones what media are and be willing to gamble on that feeling."

■ Mr. Matthews told the Four A's that a media planner would be reduced to "a rubber stamp" if media selection became an "automatic reiteration" which those with an abacus could "pipe to a stale and sterile tune." He foresaw an advantage, however, in the greater wealth of quantitative data possible through use of mechanical brains. A media man might be released from "wrestling with numbers to marshaling ideas," and would "no longer spend his time manufacturing statistical tools," he said.

Thereafter, media people could "plan and plan," said the Y&R executive. "What we really need is a basic program of research to discover and define how each medium communicates to the human mind, and how to apply these special communicative values to the problems of persuading human beings to thought or action."

Mr. Matthews also charged that media audience figures often are merely a "percentage of a sample, which we then project to a population or another universe." He said it is not the research technique which is at fault, but the "way in which we use the figures, asserting them in situations and relationships where logically they may not apply."

■ Robert Liddel, associate media director of Compton Advertising, told the Four A's that many other factors "which we have little control over" should be accounted for in the over-all assessment of a media plan.

■ He ticked off these items which occur "after we have started a test and while we are trying to measure it—and which we must analyze before we try to say how we have been doing": (1) National or local changes in competitive volume of sales or case rate allowances; (2) distribution time lags; (3) whether variables of location of market have been properly selected, and whether they remain constant throughout testing; (4) "drastic" share of market changes by competitors ("We must analyze and see if competition was artificially high or low before tests started. Also, are they appealing more to one group now than before, due to a copy change?"); and (5) accomplishments, so far as matching consumer buying habits are concerned.

■ On the last point, Mr. Liddel stressed these five criteria:

• If initial purchase is high and re-purchase seems low, are we allowing enough time for re-purchase to show in our measurements?

• If initial purchase is low and repurchase seems high, did our displays properly coincide with the start of our advertising, or did it occur later?

• If seasonality is a factor, have we coordinated our testing period with the proper period for measurement?

• If the weather can affect sales, have we made note of this?

• Has the sales force met properly any variation in product distribution methods?

■ In another area, Mr. Liddel illustrated a "cute little numbers game" which showed that "ratings, just like advertising, don't work overnight." He charted national Nielsen average audience ratings for four tv shows, for the first four weeks and then for 26 weeks. In that span, "Wagon Train" went from 18.8% to 30.2%, Steve Allen from 18.8% to 12.4%, "Real McCoys" from 19.2% to 28.5%, and "Mr. Adams & Eve" from 27.2% to 12.6%.

"Time is a steadying factor," said Mr. Liddel, "which should always be considered."

■ Sam B. Vitt, vp and media director of Doherty, Clifford, Steers & Shenfield, served up a key word to the group: "Ambiance." He said "ambiance" (defined by Webster as "environment," "surroundings," etc.) previously had been mentioned by Richard Jones, media boss of J. Walter Thompson Co. He said it is the best way to describe "editorial environment" and "media atmosphere."

He said media ambiance is an influence consisting of two parts, namely, the medium itself and the medium's contents.

One example of a lack of ambiance, said Mr. Vitt, would be a tv commercial showing a character suddenly blowing a whistle, appearing right after a program whose content was "finely wrought" and "emotionally involving."

Mr. Vitt concluded: "If media usage contributes to the supporting motives surrounding the central subject, then the resulting media ambiance must increase effectiveness of the commercial message in direct relation to the skill with which the medium is purchased or used."

■ Howard G. Sawyer, vp of Marsteller Inc., said that, according to the numbers floated around by media, "everybody has won." He unwound examples of the ways in which different magazines and newspapers all stress their respective "firsts." Added Mr. Sawyer: "Unfortunately, the more numbers, the more meanings of numbers."

He said he is "all for" electronic data processing ("After all, IBM is a Marsteller client"), but cautioned the Four A's that computer results hinge on what data are fed into the equipment.

Mr. Sawyer thought most bad media research is "inadvertent or just careless." He cited readership studies which failed to include specimens of questionnaires; didn't list by name the sources from which samples were selected; didn't show the amount of mail-out; didn't show number or percentage of response; and gave only results in percentages of an undisclosed base.

■ The Marsteller shop, according to Mr. Sawyer, has been interested in a "random alarm clock" developed by Case Institute of Technology. It rings at "random" times, with the "subject" agreeing to note on a record sheet the name of any publication he may be reading when the alarm goes off. In a recent experiment involving chemists and physicists, 701 participated in a 14-day test. The alarms went off 23,000 times and, on 339 occasions, caught somebody reading a scientific periodical.

■ The Four A's panel presentation Thursday shaped up as a concerted apologia for media programming, with subtle assurances from several quarters that media men are not being reduced to button-pushing robots.

"To those who quake in fear that the judgmental factor in media selection will be lost, I say hogwash!" said BBDO's media vp, Herbert D. Maneloveg. "The biggest complainers so far seem to come from the agencies whose media departments walked away from judgment long ago and are now buying only the biggest or the cheapest."

Mr. Maneloveg said that, with electronics, the media man is now able to handle more comparisons and make more adjustments simultaneously than is possible for any group of media analysts. "Using linear programming adds no magic to what he is doing. It is merely systematizing or automatizing the methods of the media man."

He added that the key idea is "input factors. Linear programming is operational only—and I repeat only—if we build a firm marketing profile to place in the machine."

■ The new media man in an age of linear programming will spend most of his time determining the true audience of a vehicle, he said. "The strictly clerical function of day-to-day media comparisons will fade—that job will fall to the computer—and, in its place, will be a more thoughtful, realistic evaluation of what constitutes the audience able to perceive a message in print or electronic medium."

Mr. Maneloveg said BBDO is working on a "comparable total audience base for all media, whether it be a text publication, a half-hour show, an outdoor showing, or spots in the top 10 markets."

But quantitative factors of input are only half the story, he added. "Qualitative or judgmental factors are also needed. They are an equal part of the over-all linear programming scheme." He claimed BBDO's system of arriving at "qualitative judgment indexes is exclusive to us at this time. I'm positive other agencies will differ in the method and spend months and years debating the feasibility of this idea."

In the end, linear programming does not offer the complete solution, only a direction, Mr. Maneloveg added.

■ Both Mr. Maneloveg and Dr. Learner emphasized that one important data requirement of BBDO's procedure includes "restrictions," which they spelled out as "environmental" and "judgmental."

Environmental factors include the ad budget, and the fact that a weekly publication appears only 52 times a year; while judgmental factors involve decisions such as those made by management as to the use of certain magazines for merchandising purposes.

They emphasized that, through linear programming, "we take our everyday practices and translate them into mathematical language."

■ Following the BBDO—C-E-I-R presentation, American Research Bureau announced it plans to market the media programming system under the name Mediametrics. ARB recently merged with C-E-I-R.

Creative Session

■ At the creative session, a panel of five copy experts judged 25 ads, and proved that not even the experts agree on what is a good—or bad—ad. The five panelists: Phyllis Robinson, vp and copy chief of Doyle Dane Bernbach; Frederic Papert, chairman of Papert, Koenig, Lois; John H. Tinker Jr., general manager of McCann-Erickson's Jack Tinker & Partners; William Tyler, exec vp of Benton & Bowles; and Edward Zern, vp and director of Geyer, Morey, Madden & Ballard.

• Fred Papert graded a Polaroid ad "great"; Bill Tyler rated it "poor."

• Mrs. Robinson gave an Arkin ad the lowest possible score; Ed Zern rated it "pretty good."

• Mr. Zern scored a Valiant ad "very good"; Mr. Tinker marked the rating, "Don't think much of it."

■ Some of the more cogent commentary:

Fred Papert, in giving the Mobil Oil Megatane ad the worst possible score, admitted: "I respond to these [advertising claims] of Ted Bates. I get the feeling that the client and agency really believe it, and somehow I prefer them to the lukewarm mediocre half-truths others use."

Judging a Volkswagen ad with the headline: "It's no point showing the car, it's the same as last year," Mr. Tyler gave it a "poor" grade, "because it makes no point; there's no implied benefit." Ed Zern, however, countered, "It does imply a benefit; you don't have to change cars."

Mr. Tinker approved of a typical Breck shampoo ad: "The illustration looks like it was drawn by a relative of the president, and in a field lousy with claims, this ad has an innate honesty, an ingeniousness that makes it convincing." Mr. Papert agreed: "It's a nice friendly ad that reassures me. If a company is innocent enough to run an ad like that, I'll believe them."

■ An Armstrong Cork ad, "When you build a new home," showing a mother bird and nest on an Armstrong floor, drew the panel's approval as a brave departure. As Phyllis Robinson said, "It's so refreshing not to show a cross-legged couple—you know, those rubber-legged people who are always sitting on the product."

The session also heard Dave Garroway, tv personality, give his advice on "how to get people to believe in you."

"First of all," he said, "you must essentially tell the truth, and attractively," he said. "There are all kinds of facts—dull and interesting—and the trick is to pick the interesting ones. When you deviate from the ethical path and use the weasel claim, the public is aware you've said nothing."

Discount Volume Grows 30% in '61, Weiss Says

(Continued from Page 3)
for all established retailers to "go discount," even in part.

Mr. Weiss said "wishful thinking asserts that discount stores deal only in seconds, job lots, distress merchandise. Nonsense. A few do. Most don't. The larger discount chains, which account for at least 75% of total discount volume, carry inventories that closely resemble those of competing traditional retailers—including the very same brands."

▪ Disputing the contention that discount costs will rise and soon will be as high as traditional retailers, Mr. Weiss said: "In 20 years? Maybe so. But if so—then by that time we'll have a new crop of new-type discounters. Discount department stores take markups running between 18-20%. Traditional mass retailers take markups running between 28-40%, omitting food. That's a big gap to bridge. If discount margins jump to 24-30%, they'll still be underselling."

As for the prediction that discount net profit will soon be at the traditional retailers' level, Mr. Weiss said: "Again—in 20 years? Maybe. But right now, discount return on investment is double, triple, quadruple that of most traditional retailers."

Mr. Weiss said it isn't true that discount stores don't advertise. "In some cities today, the discount outlets use more space in some dailies than do traditional department stores. The closed-door discount chain is a heavy user of direct mail."

He also said the discount chain of tomorrow "will be practically every mass retailer."

▪ Ward F. Parker, vp and coordinator of marketing-merchandising services at J. Walter Thompson Co., said one of the most important effects of this "retail revolution" is that massive stores and large chains now exert a brand influence on the consumer unheard of in the past.

"They, in themselves, create consumer confidence in any brand they choose to merchandise; so the atmosphere for private labels or controlled brands has never been more favorable. There is growing evidence today of the consumer shifting loyalty and confidence from brands to retailers."

Mr. Parker added that today's mass retailers, aiming to stock and merchandise everything from gasoline to insurance, will emerge as retailing giants "fully able to exercise influence on manufacturers' policies."

▪ As a result, "every manufacturer will need to pre-sell the consumer more than ever in history and will be forced, in turn, to exert more influence on the merchandising of his brands and the manner in which they are sold through the retail outlets."

With larger stores wielding greater power over choice of merchandise, ad budgets "will surely have to be increased. We must build into our brands, through advertising, a consumer demand that makes them resistant to the off-setting salesmanship of the large retailer," he said. #

Home Testing Moves

Home Testing Institute, a research organization which issues TvQ program ratings and tests products, has moved to new quarters at 50 Maple Pl., Manhasset, N.Y.

Ad Business Cyclical, Strauss Suggests

NEW YORK, Nov. 16—Is advertising a cyclical business that suffers from a "10-year itch?" That question was popped today before an account management audience gathered at the eastern conference

Eastern Four A's

of the American Assn. of Advertising Agencies.

Making the query was Herbert D. Strauss, president of Grey Advertising, who said a current era of "creative purity" has "about four years to go," based on previous cycles.

He said the spans included the 1926-to-1936 "entrepreneurial days" of advertising pioneers; the 1936-to-1946 "era of the probability sample" which produced "the goddess research," and the 1946-to-1956 period of "proliferating agency services" in which marketing emerged as king.

The next cycle, predicted Mr. Strauss, would belong to the account executive with "the vertical view," because he is the only man in the agency who can pull together ad dollar discussions in terms of goals, strategies, markets, media and messages. #

Detroit Stores Cut Prices to Vie with New Discount Shops

DETROIT, Nov. 15—The discounters are moving in on Detroit, but the established local department stores are meeting the competition head-on—not by altering or lengthening their store hours, but by joining the discount houses in their own game.

Spartan discount stores today opened its third outlet in the Detroit area. Spartan came into Detroit only this fall.

Sam's Inc., a long-established downtown department store, also opened a discount house today on Detroit's west side. Sam's intends to open more stores if this one goes all right.

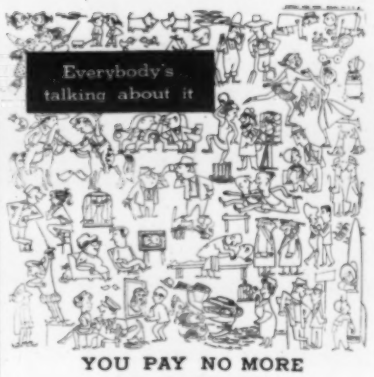
And this week J. L. Hudson Co. is turning loose an advertising campaign, using newspapers, radio, tv and outdoor to tell the public that Hudson's is in the discount business, too. Hudson's already has run some preliminary newspaper ads explaining the company's policy of meeting anyone's price.

▪ Hudson's currently operates four discount stores (called "budget stores"), in the downtown basement, at Northland and Eastland shopping centers and at the newer Lincoln Park Plaza.

By early summer of 1962, Hudson's will open two more budget stores in Pontiac and Madison Heights.

For years the Hudson basement store operated in direct competition with the main store on the floors above. The budget stores are an offshoot of the basement store.

In addition, Hudson's is convert-



JOIN 'EM—*Hudson's has started on all-out radio, tv, newspaper and outdoor campaign to tell the public that "you pay no more at Hudson's." Hudson's is one of several Detroit department stores to open its own discount stores.*

ing some departments (hardware, toys, records, books, etc.) in the main store to self serve checkout, which Hudson's considers to be the main characteristic of discount stores.

Crowley's, another oldtime downtown department store, has converted selected departments in both its basement and main stores to self serve checkout, and the Westborn branch in Dearborn is in the process of being converted, at least partially.

▪ S. S. Kresge Co., variety store chain, is opening two new discount chains, Jupiter stores and the larger K-Marts. Kresge already is operating three Jupiter stores in converted locations in the Detroit area and expects to open two more in Indiana by the end of the year.

Sam's recently sold four branch stores to the growing Federal chain, which now operates 23 stores in the area. Federal, incidentally, seems to be the only Detroit department chain adjusting its hours to meet the discounters. Although Federal's for years has been open six nights, the chain recently announced further Sunday openings, where local regulations permit. #

Tinker Wants to Know if Its Skills Are Reproducible

(Continued from Page 3)
missile program."

He has had a lot of inquiries, and hopes for more. He dreaded a certain number of gimmick replies, still remembering wryly the day a job-hunting copywriter sent him a small carton full of calves' brains, with a letter beginning, "You want brains?"

In fact, Tinker says, there's an awful tendency among some creative people to send a baseball in the first mailing, and a bat in the second, and a piece of board to symbolize the outer fences on the third.

• Why four people?

Partially just a matter of space. There isn't room in the quarters in the Dorset Hotel for a lot of people.

• What are the four people being hired for?

"Not just to handle more work. We want to find out if what we have learned in the past year and a half can be passed on to a larger group. We've learned a lot of things—largely methods and procedures—and we've learned how to work together. The question is: is the method reproducible, like a beehive, and in what fashion?"

• Assuming the new people work out, what happens to them? "We hope they see the methods and can apply them elsewhere, preferably within the McCann organization."

▪ Mr. Tinker says that titles fall away within the creative unit—"No one except me—because of age, I guess—is in a position to exercise authority."

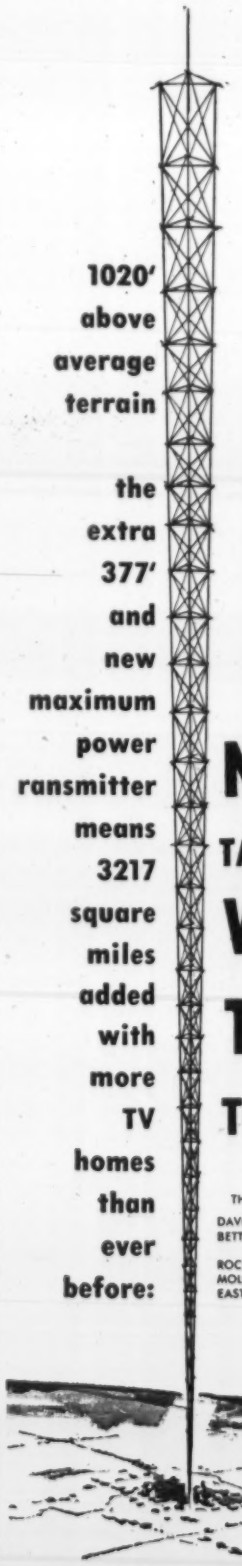
He regards the experimental unit as wholly successful. Like other McCann people, he advances no specific instance of the work of Tinker & Partners, beyond saying that "specific things have been successful." But more important, he indicates, is "the way we've resolved problems and opportunities." Not the least of these is learning how to get creative talents to put up with each other ("I hate to think of the waste in the average business office because of incompatibility of talent").

He says compactness is important, because "there is no responsibility you can escape from here. Elsewhere you tend to assume that the guy on your left or right may be going to take care of something; we can't do that here."

▪ The original partners are intact: Donald G. Calhoun, Myron C. McDonald and Herta Herzog. From time to time one or another has been detached to work on an Interpublic client's problem elsewhere (the unit has done some international work) but all have returned to the fold, and frequently have enlisted the whole unit's talents on the problem. #

Putman Names Clifford

Raymond C. Clifford has been named sales manager-west of *Chemical Processing*, published by Putman Publishing Co., Chicago. Mr. Clifford, formerly assigned to the Buffalo area, will make his headquarters in Chicago.


1020' above average terrain
the extra 377' and new maximum power ransmitter means 3217 square miles added with more TV homes than ever before:
NEW TALLER WOC TV TOWER
SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL.
WOC-TV Channel 6
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

WHAT'S THE LARGEST MARKET BETWEEN SPOKANE AND MINNEAPOLIS?

The 21 counties in N. Dakota and western Minnesota where over 3 out of 5 families read

THE FARGO FORUM

Modern Retailer
The Discounters' National Weekly Newspaper
Serving the $5 Billion Discount (Dept. Store) Market

2nd class mailing permit

2nd

The *only* publication serving the discount market with 2nd class mailing privileges.

Your assurance of first class 100% paid circulation.

MODERN RETAILER is a must for all manufacturers selling to the multi-billion dollar discount market.

MODERN RETAILER offers the largest guaranteed paid circulation in the field.

MODERN RETAILER delivers responsive circulation to every Discount Department Store, Self-Service Department Store and Non-Foods Managers of Food Supermarkets, Automotive, Drug, Hardware, Variety Chains and Department Stores.

MODERN RETAILER reaches all 3 - Ownership operators, Leased Department operators, Merchandise buyers and managers.

MODERN RETAILER leads in frequency, advertising, readership and results.

You owe it to yourself to learn the "Modern Retailer" Story.

modern retailer
99 Chauncy St., Boston 11, Mass. HAncock 6-2704
ADVERTISING AND SALES OFFICES:
New York City: 10 West 33rd St. LAckawanna 4-5024
Los Angeles: 1901 W. 8th St. HUbbard 3-6211
San Francisco: 85 Post St. GArfield 1-7950

Advertiser May Not Need Those 3 Minutes: Levy

Ex-Exec of NBC Says Advertisers Could Help Improve Programming

PHILADELPHIA, Nov. 14—The need for three minutes of commercial time for every half-hour nighttime program was challenged here today.

Speaking at the Annenberg school of communications of the University of Pennsylvania, David Levy, who until a couple of months ago was vp in charge of programming of NBC-TV, said, "Not only headache relief can come fast, fast, fast, but the message itself, having already been nurtured by years of constant repetition, may no longer require three sacred minutes. Many excellent commercials are done in 20 seconds. Chesterfield's 20 cigarets are marching just fine across my screen every night. I knew all about Pall Mall's longer length before I ever heard of John F. Kennedy, and my only fear is that we'll be hearing that same incantation long after he's left the White House."

Should a sponsor waive a portion of his allotted commercial time, he could use it for advancing some national cause, Mr. Levy, a guest lecturer, suggested.

■ "A P&G and the brain power at its command could adopt the cold war; a General Foods could adopt the sale of bonds; a Colgate could help fight cancer—on a continuous scale, and with an impact that would dwarf any campaign ever conducted for this kind of effort, in a world that could stand a little more nobility and survive a little less relief from headache," he added.

Tv stations looking for a constructive way to utilize their prime time station breaks could sell coverage of the news headlines, Mr. Levy said. "Such a spot would not only eliminate the jumbled melange of commercials that smother the viewer at every station break, but would be a means of keeping the television viewer alerted to the headline news throughout the night. A great deal can be said in 42 seconds, still allowing an advertiser ample opportunity to identify himself and his product."

In addition to shortening commercials, Mr. Levy advised advertisers to make fewer breaks within a program for their sales messages. "The fewer interruptions in a story, the less irritating the interruptions," he said.

■ Mr. Levy further cautioned against the use of stars as salesmen, asking, "Does the star, after an hour of heroism, enhance his stature by shifting from his horse in a setting of 1870 and riding off in his Corvette?

"The question here," he suggested, "is whether the long-run benefits of association with a star, treated like a star—whose presence under sponsorship implies at least some endorsement—brings more lasting benefits than the immediate gains to be made by capitalizing on his popularity and forcing him, or persuading him, to do a commercial, not as an endorsement, but as a salesman."

If tv is to make its greatest contribution, Mr. Levy said, it must offer more programs of news, public affairs and related fields in prime times, as "Du Pont, Gulf and Bell & Howell" have done. But, he lamented, "There is more relentless drive to extol the virtues of laxatives, shampoos, cigarets and hair sprays than there is to extol our own way of life."

■ Mr. Levy made several other suggestions, among them:

• Each network should program one night out of seven without regard to ratings, "including fine drama, music, children's programs. Three such nights—one on each network—would be a stunning way in which to demonstrate tv's freedom from its 100% bondage to ratings."

• An agreement among the three networks to schedule important public affairs programs in the same time period, with competition in that time period limited to such programming.

• Open-end network programming: "One interesting by-product of the NBC series, 'Saturday Night at the Movies,' is the fact that they have not been cut to fit any prescribed time."

• Truly balanced programming: "It may well be that one hour of a given type of program should be sufficient for any one night on each of the networks."

• Minimize summer repeats.

• A stronger National Assn. of Broadcasters code, with strong enforcement powers. "There should be a system that is adhered to by the producer, supported by the advertiser and welcomed by the networks. If the industry cannot set up an independent group to define tolerable rules, then the alternative is the annual invitation to visit some committee of the Congress, with all of the disadvantages that that imposes, or possibly to government stepping up its own regulations." #

Terry Is Named Comptroller of Advertising Publications

Advertising Publications Inc., Chicago, publisher of ADVERTISING AGE, *Industrial Marketing* and *Advertising & Sales Promotion*, has appointed Jack H. Terry comptroller, a new position. Mr. Terry has been treasurer and a member of the board of directors of MacFarland, Aveyard & Co., Chicago, for the past seven years.

'House Beautiful' Names Two

House Beautiful, New York, has named George Hoagland to its eastern advertising staff and Richard Flanagan creative manager of the sales promotion department. Mr. Hoagland formerly was with *Living for Young Homemakers*, which has been incorporated into *House & Garden*. Mr. Flanagan, formerly with *American Builder*, succeeds Jan Struber, who has resigned.

NEW LABEL—*At right is the new label for Green Giant cream style corn redesigned for Green Giant Co. by Mel Richman Design Associates, Bala Cynwyd, Pa. The old label is at left. Richman will redesign seven of the company's labels. The objective of the redesign program is to improve product identification.*

Branch Store Sales Offset Dip in Sales of Downtown Units: NRMA

NEW YORK, Nov. 14—Second quarter sales volume of U. S. department stores boomed along strong enough to overcome a first-three-month's plunge. Department store branches accounted for 32.9% of total sales, up from 30.6% the year before, according to a "Retail Executives Report," issued by National Retail Merchants Assn.

This "offset the downtown stores' losses." Branches in the $5,000,000-$10,000,000 category increased their volume 7% over 1960, and boosted their share of total company sales from 19.6% to 23.7%.

■ The number of transactions, however, decreased 3% although the volume was "steady." Department stores' average gross sale was $4.96 compared with $4.83 in 1960. Specialty stores' gross fell from $9.85 to $9.71; this group's branches, nevertheless, raised their share of company sales from 32.8% to 37.3%.

Over-all, the stores' gross margins dropped 0.1% to 35.8%. Those in the $50,000,000-plus sales bracket fared better, hiking gross margins 0.2% to 35.8%. Operating expenses of the stores stood at 37.9% for the first six months, versus 37.5% the year before.

NRMA said low margins plus the "accelerated" expansion of discount operations have caused retailers to convert some sections of their stores to self service. But it is "too early to tell" whether this will increase sales and profits. Switchovers to self service, said NRMA, have been "too few in number."

In the first half, department stores spent a fraction less on newspaper advertising than they did during the corresponding period in 1960. The figure dipped from 2.8% of sales to 2.7%, according to NRMA.

■ The association derived its data from a sample of 207 stores with an aggregate annual volume of $3.6 billion. #

Videodex Network TV*

Oct. 10-16, 1961

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Wagon Train (National Biscuit, R. J. Reynolds, Revlon, NBC)	27.5
2	Bonanza (Chevrolet, NBC)	26.6
3	Perry Mason (Several sponsors, CBS)	26.4
4	Danny Thomas (General Foods, CBS)	25.5
5	Andy Griffith (General Foods, CBS)	25.0
6	Sing Along with Mitch (Several sponsors, NBC)	24.7
7	Red Skelton (Sinclair, S. C. Johnson, CBS)	24.1
8	Dr. Kildare (Several sponsors, NBC)	23.9
9	Ed Sullivan (Colgate, Eastman Kodak, CBS)	23.4
10	Gunsmoke (Several sponsors, CBS)	22.7

Rank	Program	Homes** (000)
1	Wagon Train (National Biscuit, R. J. Reynolds, Revlon, NBC)	12,600
2	Bonanza (Chevrolet, NBC)	12,100
3	Perry Mason (Several sponsors, CBS)	12,000
4	Danny Thomas (General Foods, CBS)	11,700
5	Andy Griffith (General Foods, CBS)	11,500
6	Sing Along with Mitch (Several sponsors, NBC)	11,300
7	Red Skelton (Sinclair, S. C. Johnson, CBS)	11,000
8	Dr. Kildare (Several sponsors, NBC)	10,800
9	Ed Sullivan (Colgate, Eastman Kodak, CBS)	10,700
10	Gunsmoke (Several sponsors, CBS)	10,400

* Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.

Food Store Sales in Chicago in '60 Hit $2 Billion: 'Trib'

CHICAGO, Nov. 15—Food store sales in the eight-county Chicago market totaled $2.2 billion in 1960, according to a grocery survey by the *Chicago Tribune*.

This represents a 30% rise in five years, according to the report, "Your Stake in the Growing Chicago Grocery Market."

The survey notes that while families earning under $5,000 annually account for 36% of the total households in metropolitan Chicago, they account for only 23% of the grocery expenditures. The $5,000-$8,000 income group, representing 34% of total households, accounts for 40% of total grocery spending. Families earning more than $8,000—30% of the total—spend 37% of the grocery money.

Among the newspaper success stories outlined in the *Tribune* booklet are:

• Land O' Lakes butter, spending $237,800 in newspapers in Chicago from 1956 through 1960, increased its market share from 6% to 10% and moved from No. 4 to No. 2 among brands.

• Swift & Co.'s Swift'ning boosted its share of the shortening market in Chicago from 20% in 1958 to 25% in 1960, taking over first place. And from September, 1959, to April, 1960, Swift'ning spent $45,400 for nine r.o.p. color insertions in the *Chicago Tribune*.

• Dean's cottage cheese moved from No. 2 brand (20% of the market) to top brand (24%) in Chicago with a $63,530 newspaper expenditure between 1956 and '60.

• Pepsi-Cola spent $1,100,000 in Chicago newspapers between 1956 and 1960, was first in take-home sales in the market in each of those years, and accounted for 50% of the home cola consumption in '60. #

Shop-Rite Ad Thanks Customers of New N. J. Discount Center

ELIZABETH, N.J., Nov. 15—Shop-Rite Super Markets Inc. will say "thank you" to discount shoppers Nov. 21.

The "thank you," by way of a b&w page in the *Bergen Evening News*, will acknowledge "fantastic" reception of Shop-Rite's entry into this line of business with the food chain's first complete discount center.

The center opened Nov. 8 in Paramus, N. J., in one of the most competitive retail markets in the U. S. Other stores in the vicinity include Masters, Modell's, Grandway, Great Eastern, Gimbel's, Bamberger's and Stern's, while Alexander's and Korvette will open new units soon.

■ The new departure establishes Shop-Rite as a leading maverick in retailing. Earlier this year, the food chain worked a small revolution with its own private label cigarets in its 108-store chain (AA, Aug. 21). Shop-Rite does over $200,000,000 in retail volume annually in four states, and is in New Jersey second only to A&P.

Shop-Rite launched the Paramus discount center with a concentrated newspaper campaign handled by Venet Advertising Agency, Union, N. J. Theme for the campaign was, "The big difference," and Shop-Rite discount items were priced, not against normal store competition and list prices, but against local discount center competition.

B&w pages pictured each item twice, with comparative prices. Prime medium was the *Evening Record*, plus direct mail and some additional newspapers.

■ Ten days before the opening, the company scheduled six successive pages. On Nov. 5, a b&w spread was run in the *New York Sunday News*, followed by a page, a spread and a 12-page section in the *Record*.

"Frankly, we think the manufacturers would flip if they ever saw the prices at which we're selling their products!" one Shop-Rite ad read. "And if you wonder who some of those manufacturers are—just pick up the latest copy of your favorite magazine—*Esquire, Charm, Glamour, Good Housekeeping, Life*, etc."

Pointing to its linens and domestics department, the store listed brand names such as Cannon, Lady Pepperell and Martex as among "scores of other fine brands, at fantastic savings." Moreover, the ad said, these discounts were available "not only during a white sale, but all year 'round."

In the same ad, Shop-Rite promised shoppers they could buy a Remington Roll-A-Matic shaver "for more than half off the list price."

■ All ads carried this off-beat test: "We don't like discount centers that sell off-brand merchandise in an off-hand way. We do like Shop-Rite of Paramus. We love the way all products are first-class examples of quality—crafted to the superior standards of the Western world . . . The way makers advertised in top magazines manage to get on our shelves . . ." #

Otero, Ormsby Affiliate

Page B. Otero Inc. and Ormsby Advertising have combined forces and moved to new quarters at 11973 San Vicente Blvd., Los Angeles. The two agencies will temporarily retain their own identities until details can be worked out to permit a full-fledged merger. Mr. Otero opened his agency in 1957, and Red Ormsby established his agency in March, 1960.

Revamped FTC to Handle Cases Quicker: Dixon

(Continued from Page 1)

partment store, drug and magazine publishing industry (*see "In Washington," AA, Nov. 6*).

"The article is probably right," Chairman Dixon said. "But don't assume that we aren't going to find a way to do something about it."

The AA article pointed out that investigations have turned up at least 200 possible promotion allowance cases among food suppliers alone, and perhaps as many as 700 among suppliers selling to department stores. It said FTC's staff is "stunned" by the immense backlog of investigating leads. Unless FTC can find new ways of getting its work done, it will have to throw up its hands and admit that there is nothing it can do about illegal promotion allowances, the article said.

■ Chairman Dixon emphasized that any appraisal of his record during the past months has to take into account the immense procedural changes that have been under way. In his belief, the whole philosophy of FTC operation has been changed. This isn't easy, he argued, in an organization that has followed the same course for so many years.

His administrative problems have fallen largely under these headings:

Organization: He has smashed the traditional separation of the investigating and litigating groups within the commission. A single unit develops and prosecutes cases as a team. "The word 'investigator' will never be used for any of our personnel while I am chairman," he said. "The man who does the investigating will participate in presenting the case."

Ultimately he thinks FTC will reap a multitude of benefits. Cases will be developed more rapidly, because there will be no more paper shuffling between investigator and prosecutor. Most important of all, the younger and new personnel will have more attractive career opportunities. "It will be easier to identify and promote the better men," the chairman said.

Procedure: Entirely new operating procedures have been adopted in an effort to eliminate "Chesterfieldian courtesy" and cut the regulatory lag. His analysis of FTC's difficulties pointed up an immense time lag while cases were in the hearing stage. Two to four years in hearing was not unusual for an FTC case, although perhaps no more than 10 to 20 days were actually devoted to the hearing itself.

New procedures, which became effective July 1, are supposed to get the hearing time down to more manageable proportions. A big percentage of FTC's cases end in consent settlements and never go to hearing at all. One of Chairman Dixon's first moves was to relieve the hearing examiners of any participation in the negotiation of consent settlements.

■ "When I arrived, FTC had only 14 hearing examiners," he pointed out. "They not only had to take testimony in all the disputed cases, but they were bogged down with the cases that ultimately ended in consent."

Now Mr. Dixon has 22 hearing examiners. Moreover he has set up a new unit in the general counsel's office which deals exclusively with cases that are scheduled for consent settlement. "No case goes to a hearing examiner until it is definitely decided that this is a case which has to go to trial," he said.

Under FTC's new rules, the opportunity for consent settlement is offered before the complaint is announced. If consent negotiations open, the case goes to the special consent unit. If delay develops, the special unit must go to the commission for permission to continue negotiations. At that point the commission decides whether the outlook is fruitful, or whether to go ahead with the release of the complaint.

■ The new consent procedure keeps the hearing examiner unit free of an immense amount of detail work. In addition, Chairman Dixon has been responsible for new hearing procedures which are designed to run the cases through to a quick finish.

Under the rules, examiners are required to set the case down for one-stop hearing at one place, and on one occasion, from start to finish. "Courts do it, and there is no reason why we can't," Mr. Dixon said. As a further safeguard against delay, the hearing examiner must file his initial decision within 90 days from the time the hearing ends.

Personnel: A less publicized, but exceedingly touchy issue. Since the changeover at FTC, there has been a notable exodus of some of the commission's best qualified staff members. There have been contentions, from highly respectable quarters, that politics has been an overriding consideration in staff appointments, and that the quality of personnel in responsible positions has deteriorated.

Chairman Dixon estimates that he has lost 14 highly qualified attorneys from the bureau of anti-monopoly—middle-bracket men, with long experience and good records. While the losses have been heavy and painful, he accepts no personal responsibility.

"These men were bought," he contended. "Our government pay scales are so poor in relation to the opportunities that are offered to them on the outside, who can blame them for deciding to leave?"

■ There have been reports that some FTC hiring is done on the principle that it doesn't pay to hire anyone who is too bright.

"Given a choice between a really bright man, and one who is merely good, take the good man," it is said. "He'll stay longer." Chairman Dixon was not asked to comment directly on this. But he declared, "I'll defend to the last the quality of our staff. We have fine people."

In addition to these general changes at FTC, Chairman Dixon agrees that new operating methods will be needed to get effective enforcement of the laws.

"When I first worked at FTC as a lawyer in the lowest professional grade more than 25 years ago," he recalled, "I worked on cases where we proceeded against one business man for something which was going on throughout his industry.

"It seemed to me that this was wrong. The commission continued to operate that way on the theory that enforcement against some would induce others to get into line. But I have never believed that."

■ Turning again to that big backlog of potential advertising and promotion allowance cases, he emphasized, "I have said before, and I say again, that single shotting is wrong, and I will not be a party to it. In situations of this kind we have to find some other way to do the job fairly and effectively."

Whether or not FTC will consider the use of voluntary compliance procedures on an industry-wide basis in problem areas of this type apparently is a matter of study at this time. "In the past, anti-trust lawyers have always been against voluntary settlements in this field," Chairman Dixon said. "After all, the complications from voluntary settlement are intricate. For example, we may hamper those who want to bring private damage suits."

Nevertheless the problem of getting compliance with the law is paramount.

"We already accept consent settlements in cases of this kind. This certainly goes half way, because the consent settlement closes the case without putting the facts on record where they are available for private litigation. If we have gone this far, perhaps we should go further in the interest of getting compliance with the law."

■ Considerable time will pass before the usefulness of the new Dixon procedures has been tested. All the cases that were pending before July 1 must be handled under the old rules. Meanwhile the pipeline of new cases is still filling up. The first consent settlements handled by the new consent unit began appearing about the first of this month. No cases have gone to hearing under the new hearing rules yet.

While Chairman Dixon talks confidently of the progress that will be made with new procedures, his real hope for an efficient FTC is pinned to the proposal for authority to issue temporary cease and desist orders—a proposal that has met with strong opposition in most business quarters.

"Once we have that power," he says, "there will be no temptation for anyone to drag his feet, and you will see how much faster our cases will move."

He contends that the authority to issue temporary cease and desist orders would be confined to cases where there is a proper finding of prospective injury to the public.

■ And he contends the bill now before Congress, which provides for court review before violation of a temporary cease and desist order becomes punishable, gives ample protection to the legitimate rights of any business man who may become involved.

FALSE ADS AKIN TO TREASON, DIXON SAYS

CHICAGO, Nov. 15—Speaking at the annual Chicago Better Business Bureau dinner here last night, Paul Rand Dixon, Federal Trade Commission chairman, told the group that false advertising, which in ordinary times is an illegal act, in these times "comes pretty close to being treason.

"False advertising," he said, "has the necessary ingredients for cold war propaganda purposes: It is conspicuous; it is immoral; it reveals economic greed, and apparently it is tolerated—at least enough to be printed and broadcast."

■ He said that advertising agencies could provide help in fighting for honest advertising, adding that "agencies can do even more than they've done—and more of them might start to try.

"It is high time to stop locking empty barn doors," he said, "and I think we're going to succeed. While we still have problems, I think we're going to be able to get out orders fast enough to start saving horses."

Mr. Dixon also attacked the "fast buck boys" who have moved into the fallout shelter business with extravagant claims, "the crafty few who wanted a gold mine for their own bomb shelter."

Actually, ADVERTISING AGE, in its fallout shelter roundup (*see story on Page 3*), found that there have been few if any complaints so far on fallout shelter advertising. #

Catherine Clark's Croissants are specially baked for either left-handed or right-handed people

LEFT & RIGHT—*This ad for Brownberry Ovens, Oconomowoc, Wis., will run in Sunday newspaper sections in Los Angeles and San Francisco. It is part of the first campaign for the client by Johnson & Lewis, San Francisco, which handles Brownberry's West Coast advertising.*

Lov-e Bra Names Schulberg

Lov-e Brassiere Co., Los Angeles, has appointed Robert Schulberg Advertising, Los Angeles, as its agency.

Buy these 3 and get MOST of S.C.

Cover more than two-thirds of South Carolina's sales potential in every category with the Greenville, Columbia and Charleston newspapers.

Bargain BULK* Discounts

*For linage contracted during 12 months period.

LINES	DISC.
2,000	2%
5,000	3%
10,000	5%
25,000	7%
50,000	9%
75,000	11%
100,000	13%
150,000	15%

Liberalized C.I.D. Discounts Offered for Frequency

Contact the newspapers listed or their representatives

THE BIG 3 IN S. C.

GREENVILLE
News and Piedmont
Repr. Ward-Griffith Co.

COLUMBIA
State and Record
Repr. The Branham Co.

CHARLESTON
News & Courier and Post
Repr. The John Budd Co.

ORCHIDS FOR HER will mean MORE SALES TRAFFIC GOODWILL

AS LOW AS 9¢ EACH MINIMUM ORDER 100

ORCHAWAII
ORCHIDS OF HAWAII, INC.
305 7th Ave., N. Y. 1, N. Y. • OR 5-6500
Branches
• 469 E. Ohio St., Chicago 11, Ill. • Tel.: 467-5765
• 24421 Narbonne Av., Lomita (L. A.), Cal. • DA 5-0381

John Garling says... "ONE FULLY ANIMATED MINUTE FOR $2350!!!"

SHOT 35MM COLOR REDUCED TO 16MM

John W. Garling, one of the world's top twenty animators and Cannes Film Festival Animation Award winner, has joined Bandelier as Manager and Vice President. Garling, formerly associated with producers in England, South Africa and for the past several years in Hollywood, has worked on such renowned cartoon series and commercials as:

- Hamm's Beer
- Rocky and His Friends
- Popeye
- Tootsie Rolls
- Mr. Magoo
- Dick Tracy
- Sir Loin and The Dragon
- Gillette

Bandelier produces the best animation for the money, in the business. We believe this because clients say so, and keep coming back year after year!
We work with the biggest, as well as smaller agencies. Our prices are at least one-third lower than you'll find anywhere. Our quality is the best and remains constantly at the highest level.
Send us script or storyboard for quotation . . . and see!

The House of Bandelier
BANDELIER FILMS, INC.
DENVER ALBUQUERQUE CHICAGO

Address All Correspondence to Main Office and Studios
1837 Lomas Blvd., N.E., Albuquerque, New Mexico

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $19.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961 — 50,291

NOTICE

Due to the Thanksgiving Day holiday the deadline for all classified advertising will be November 21 for the November 27 issue.

HELP WANTED

DIRECT MAIL MANAGER
Midwest publisher needs young man familiar with all phases Direct Mail including test mailings and analysis to develop DM program for its book and related products line. Need real solid experience. Let us know your particulars and salary thinking.
Box 5418, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER
Must first qualify by traveling Ohio, Indiana, Michigan as creative copy-contact and space salesman for long-established regional building paper. Liberal drawing account against commissions on both space sales and commercial printing accounts. Reply to
Box 5419, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Test and sell the Negro market in Washington, D.C. without paid media. **PUBLIX, Ltd. 1737 F St., N.W., Washington, D.C.**

NEW YORK SPACE SALESMAN
Multi-magazine business paper publisher has opening for aggressive space salesman in important eastern territory. Experience with merchandising field and/or agricultural advertisers valuable. Family man in 30's preferred. Full details and income requirements to W. E. Lingren at:
MILLER PUBLISHING COMPANY
P.O. Box 67, Minneapolis 40, Minn.

CIRCULATION MANAGER
We need a man to head up direct mail program, supervise fulfillment program and provide liaison with field sales organization on midwest based farm publication. Please furnish complete resume in first confidential reply.
Box 5420, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A SERVICE
for the articulate .....and their cohorts .....
Molene Personnel — **105 W. Adams**
ANdover 3-4424 — **Chicago 3**

EXECUTIVES & CLERICAL
EXPERIENCED AND TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

ADVERTISING SPACE SALESMAN
If you are a creative salesman looking for a chance to apply your capabilities in the Chicago Division of an established but growing multiple-magazine publisher, we would like to talk to you. You will represent the leading magazine in its field. Interviews will be held the week of November 26th. Please contact Miss Gehlert at DE. 7-0113 for confidential appointment.

ADVERTISING ASS'T. WANTED
Prefer man 25-35 years old. Experience in general adv. and sales prm. Assist with nat. mag. & trade adv., merch., etc., from ideas through prod. & ptg. Good opp. with nat. known firm in Penna. city. Send resume & sal. requirements.
Box 5431, ADVERTISING AGE
630 Third Ave., New York 17, New York

ELECTRONIC SPACE SALESMAN wanted immediately for Chicago territory. Must be familiar with accounts and agencies and have knowledge of industry. Salary commensurate with ability and experience. Many benefits including pension. Apply by letter giving complete information including personal data, business experience, earning record, recent photo. Replies held in strictest confidence.
Sutton Publishing Company Inc.
172 South Broadway
White Plains, New York

POSITIONS WANTED

TOP AGENCY WRITER
15 years copy experience in all media. Old hand with cosmetics, drugs, appliances, packaging, etc. Ex-copy chief, TV director. Have resume, samples. Available now.
Box 5421, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREELANCE copywriter. Specializing in Electronics & data proc. Heavy Engineering & tech writing background
Box 27 Q 288, ADVERTISING AGE
4041 Marlton Ave., Los Angeles, 8, Cal.

WOMAN EXECUTIVE, ENGLISH SPANISH: Offers over 10 years knowledge Latin Markets and procedures; export and international trade. Coordinator in Advertising, Sales Promotion, Radio and Television Production; commercials and programming. McGraw-Hill publication copywriter. University Graduate. Attractive personality and capacity for hard work backed with ability.
Box 5422, ADVERTISING AGE
630 Third Ave., New York 17, New York

GIRL FRIDAY, agency background, desires position. Production, gen. ofc, xlnt typist, PBX exp. Miss Ashby, 1775 N. Orange Dr., L.A. 28. HO4-6016, OL4-8277

POSITIONS WANTED

EDITOR seeks challenging, growth situation. Technical & business magazine exper. Responsible, story idea man, knows p.r.
Box 5426, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A COPYWRITER YOU CAN DEPEND ON FOR SOLID WORK, CONSISTENTLY
A thorough knowledge of advertising—all kinds, all media, household products or nuts-and-bolts industrial—comes with his broad experience and pre-maturely gray hair. Highly polished writing ability from training at Y&R and years of writing and copy chiefing on well-known consumer, trade and industrial accounts, in fine New York, Chicago and New England Agencies. Not a whizz-kid, not a genius but a backbone-of-the-staff type of writer. Looking for a solid and permanent spot in a solid outfit, not a pension. Married, 2 young kids. Depending on location and other considerations $10,000 to $13,000 will get him—and that's $5,000 under going price for such ability. If you're tired of sending little boys to do men's work, request resume on your business letterhead.
Box 5427, ADVERTISING AGE
630 Third Ave., New York 17, New York

Sales Promotion-Adv.-P. R.
Hard-driving small ad agency executive 6 years. Close to retailers and their problems—association work and product merchandising. Creative director-all media. Desirous of promotion & ad post in medium size firm with consumer markets US and foreign. PAY FOR PERFORMANCE
Box 5428, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING
Creative Direct Mail Exec.
Ideas—not words. Seasoned copy/contact experience. 15 years creative director, getting concepts across for leading organizations. Names you know. Versatile, persuasive, prolific. Full command graphics. Seeks No. 1 creative spot. Resume. Top refs.
Box 5424, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER
KNOW TV—9 YRS. EXP. IN 3 P'S: Prod., Prog., Prom. Work with all media. Want agency. 29, single, BA. Avail. now.
Box 5425, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SPACE SALESMAN
4 Industry Background. 28, employed, BS-Marketing, aggressive, self-starter. Accounty-Agency contacts East-Midwest.
Box 5423, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

SPACE SALESMAN
OUTSTATE MICHIGAN
A young mobile 51. Fifteen years success selling national consumer magazines in this important growing area. Will get new business and protect established accounts; for trade or consumer medium; on salary or commission; working with my own plans or under your supervision. Complete resume and excellent reference on request. **P.O. Box 99, Kalamazoo, Michigan (or FI2-8819)**

AD/PR AE; 8 yrs. exp.; age 32; 3 children; employed; seeks $8,500-$9,500 position.
Box 5432, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

PUBLISHERS REPRESENTATIVE
Multi-magazine publisher wants active, energetic, hard-working pubrep or group to take over entire midwest sales territory. If you really can sell fine, established magazines tell us about yourself, in complete confidence.
Box 5429, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

EDITOR-ASS'T. PUBLISHER
FOR AMERICAN PRESS MAGAZINE
Expansion of 80-year-old publication serving smalltown newspaper publishers, requires man with good knowledge of field, ability to produce trade journal, and interested in investing up to $40,000 for part interest in business. Headquarters in beautiful, rural area. **The American Press, Stanton, N.J.**

ARTHUR CARWARDINE
Negotiator for the Sale of Publication Properties
209 So. LaSalle St. Chicago 4 FI 6-4577

WANT YOUR OWN BUSINESS? Here is a rare opportunity. Can net $20,000-$25,000 in 12 months, much more thereafter. Localized, est. business paper. Metropolitan area (pop. over 1½-million) near north-shore Chicago. Huge, lucrative advertising mkt. Owner time-swamped in other business will retain part with right man or sacrifice all for under $18M. Write in strict confidence to
Box 5433, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

SELL FOR PENNIES
Farm families—over a million of them—use our local classified pages as shopping centers. Details on low rates, high return, from Classified Dept., **Home State Farm Publications, Middletown, Ky.**

ADVERTISING BREEDS RARE BIRDS
Ad-dept. life-easer; buyer's handbook. Copy, 75c. 12 or more, 65c ea. Prepaid. **A. Lee, P. O. Box 1468, Phoenix, Ariz.**

Office space available for immediate occupancy (sub-lease) also desk space and desk. Very reasonable rent. Call **Eddie Fritz MI 2 5458, 161 E. Erie Room 107**

Outstanding Chicago outdoor location avail. on N.W. Expressway. Best "shot" facing loop-bound traffic.
Fort Dearborn MI 2-3872
Outdoor Co.

ASSISTANT AD MANAGER—INDUSTRIAL

Expanding, quality Eastern Penna. Company offers a fine opportunity to an industrial advertising man with 2-8 years experience. Some P.R. background preferred, although not mandatory. College degree required. Comprehensive benefits program plus fee plus $8-$10,000. Reply by duplicate resume to: Advertising Division

STURM-BURROWS & COMPANY
Executive Search and Personnel Placement Specialists
1420 Walnut Street — Philadelphia 2, Pa.

NEW MARKETING OPPORTUNITIES IN MAJOR AGENCY

One of the fastest-growing major 4A agencies headquartered in the Midwest (not Chicago) has some outstanding new openings in its expanding marketing department. These are newly created jobs of important responsibility:

ASSISTANT MARKETING DIRECTOR. Direct one of three major marketing groups in department. Responsibility for marketing planning and broad supervision of media and research functions on large group of major accounts. Background in marketing, marketing research, and media desired.

ADVERTISING RESEARCH SUPERVISOR. Responsibility for directing and implementing advertising research for department. Experience in advertising research required. If you're currently in position of assistant advertising research supervisor and ready to move up, we'd like to know about you.

MEDIA ANALYSIS SUPERVISOR. Direct group responsible for all media analysis for marketing department. Experience in agency media analysis required.

SENIOR RESEARCH ANALYST. Responsibility for implementing marketing research projects on group of major accounts. Background in marketing research project planning, execution, analysis and interpretation required.

ASSISTANT MEDIA SUPERVISOR. Responsibility for media planning and supervision of buyers. Potential for media supervisor. Experience in media buying and analysis required.

If you're qualified for one of these positions, we'd like to hear from you immediately. Send us your resume and a letter stating why you're qualified and interested. Please state current and desired salary.

Box 148, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

PHOTOGRAPHIC REPRESENTATIVE WANTED

Top notch advertising photographer, New York, specializing in still life and food, national reputation, needs additional top quality representation. Excellent opportunity.
Send resume to:
Box 142, ADVERTISING AGE
630 Third Avenue, New York 17, New York

attention:
Departmentalized Ad Agencies
NEW BUSINESS DEVELOPERS
for accounts over $50,000 billing

Two advertising men—a highly effective "door-opener," and an advertising-marketing-merchandising strategist, offering their services as a team to a responsible ad agency prepared to hire a new business department as a unit.

We will bring a profitable return on agency's investment within one year. We have a number of prospects for development early 1962. Contact us through your lawyer, or direct, for full particulars. Chicago area only. Box 146, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

ASSISTANT TO ADVERTISING DIRECTOR

MAIL-ORDER AND/OR DIRECT MAIL BACKGROUND DESIRABLE

Nationally-known mail order company, biggest in its field and still growing, needs an assistant to its Director of Advertising. We want a man with experience, imagination and know-how, who has already proven that he can conceive ideas and follow through on their execution. Our man must have a keen analytical mind, be at home with figures, and be a self-starter.

SALARY OPEN—
MANY OTHER BENEFITS

Submit resume, including current and past earnings, in complete confidence to:

Box 140, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

SPACE SALESMAN WANTED

For New York office of leading business paper publisher. Space sales experience necessary. Knowledge of collateral media or graphic arts helpful. This is a growth position with a starting draw of $150 weekly plus all benefits. **Call Mr. Hanus, YUkon 6-5050 for interview November 21 or 22 only.**

RESEARCH ANALYST

Expansion of our retail advertising research staff has created an opening for a young college graduate to assume responsibility in the analyzing, selection and negotiation of newspaper, radio and magazine contacts for retail stores.

Please submit brief resume of education, experience and earnings requirements to:

Executive Recruitment Manager
MONTGOMERY WARD
619 W. Chicago Avenue
Chicago 7, Illinois

SCRIPT WRITERS

Recent promotions have created immediate openings for two experienced script writers with Caterpillar Tractor Co., World's Leading Manufacturer of Heavy Earthmoving Equipment.

Assume full responsibility for creative writing and final production of scripts and meeting guides for sales training and promotional meetings —sound filmstrips—films—visualized talks. Work with artists—photographers—graphic arts and film production staff in Audio-Visual Section.

Must have Journalism degree or equivalent — 2 years' professional writing experience with industrial motion pictures—advertising—radio-TV—magazine or newspaper. Working knowledge of photography desirable.

Send complete resume — work experience — salary requirements to:

J. C. Myers
Technical & Professional Employment
Caterpillar Tractor Co.
Peoria, Illinois

We are an equal opportunities employer

ACCOUNT EXECUTIVE WANTED

An opening exists for a seasoned, hard-driving account exec in Chicago office of national agency. Strong background in small appliance and/or housewares merchandising and promotion a must. Experience with distributor or manufacturer highly desirable. Salary open. Unlimited opportunity for right man. Send resume to:

Box 151, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING BRAND MANAGER

The man we hire will handle an existing budget of 7 figures plus the planning and introduction of one or more revolutionary new products. He will be an advertising Brand Manager with one of the fastest growing and most progressive cosmetic firm in the history of the business. His background is open. His opportunity is unlimited. Send resume to:

Box 152, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WANTED!

YOUR CANDIDATE FOR A McGRAW-HILL SELLING JOB

The men we call on—you in advertising—*know* what makes a good advertising salesman. And we think you know McGraw-Hill's high personnel standards.

This is why we ask you:

Do you know a young man with promise—one you would like to have calling on *you*, one *you* would hire and train if you were McGraw-Hill? Perhaps he has shown an interest in the business publication field. Or he may be in an unrelated field. But he has the latent abilities that characterize the best business publication representatives you know.

If you know such a man who has completed college and his military service, and is willing to relocate to any one of our 16 district sales offices across the country, ask him to contact

DAVID E. DOYLE
McGRAW-HILL PUBLISHING COMPANY
330 West 42nd Street
New York 36, New York

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind—any medium

Attention, Top Publishers in
YOUTH FIELD
Don't let our 12 years of successful space sales on the **WEST COAST** go to waste. We can do for **YOU** what we did for a leading Youth publication (So good, in fact, that they are now opening their own office here). **J. G. DAVENPORT ASSOCIATES, 2412 W. 7th St., Los Angeles 57, DUnkirk 2-6254.** (Time open for other fields, too).

Growing monthly trade publication (9,000 circulation averaging 36-40 pages) in New York Metropolitan area has outgrown local printer and seeks publications printer with full services.
Box 150, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

I CAN'T SING OR DANCE
but if you're looking for a top flight, creative virtuoso (age 29) to backstop your ad mgr. or ease the copy pressure, I'm ready to audition. Exp. incl. collateral mat'l., brochures, manuals, nat'l. trade & consumer ads, corporate speeches and press mat'l. **Box 153, ADVERTISING AGE, 200 East Illinois St., Chicago 11, Ill.**

Looking For a
JOB?
try the "position wanted" column of Advertising Age's "The Advertising Market Place"

ART DIRECTOR WANTED
Primarily creative layout. AAAA Agency. Write **Paul Staedtler, Arthur Towell, Inc., P. O. Box 104, Madison 1, Wisconsin.**

Publishers
Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.
james k. millhouse
PUBLISHERS' REPRESENTATIVE
Palmolive Building, Chicago 11, Ill.

Packaging Director
Top designer, principal of design firm with national reputation in drugs, foods, textiles, toiletries, liquor, sundries, soft and hard goods . . . seeks connection with large agency or manufacturer. Full understanding of factory production, marketing and merchandising. Further details on request.
Box 143, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

INTERESTED IN AN AE WHO SCORES 9 BULLSEYES OUT OF EVERY 10 TRIES?
(Including new business!)
Then look me over soon. Because that's my Advertising/Marketing Plan sales record. I'm heavy in package goods; experienced in automotive, farm and hard lines too. Look at this background that was 14 years in the building: From AM/SPM, AAA1 blue chip milling co; Creative AE for major agency; Creative v.p.; now AE in solid 4-A shop. Looking for more elbow room—and dollars—than current management can supply. 38, degree, somewhat personable, with wife, son, dog and boat. If you want an effective, all-round man as AE or Supervisor, you might be surprised how closely I match your needs. Drop me a line today, and by next week you can be reading 9 proved "on target" advertising/marketing plans. I'm not sure you'll want to see the tenth one.
Write: Box 147, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

23,000 HIGH SCHOOLS
Names and addresses on addressograph plates. Available for addressing your direct-mail promotions. For complete details, write, wire or phone Bob Maxon.
SPECIAL CORRESPONDENTS, INC.
230 East Ohio Street, Chicago 11, Illinois
DElaware 7-1065

SPACE SALESMAN
N.Y. publisher top book wants family man, late 20's early 30's, 4 to 5 years experience who can sell effectively and creatively. Food processing experience desired. Opportunity for advancement, incentive program, company benefits. Send details to Box 144, ADVERTISING AGE, 630 Third Ave., New York 17, N.Y.

Our 50th Year
MARKETING-PRODUCT MG'R. Cosmetics $16,000
CONSUMER RESEARCH Psychological-Approach 10,000
CATALOG MANAGER— Home Furnishings 12,000
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

NEED WEST COAST REPRESENTATION?
Experienced medium-sized San Francisco advertising agency can be your West Coast office. Complete agency service available. Principal will be visiting Chicago and New York shortly for appointments. Write:
Box 109, ADVERTISING AGE
200 E. Illinois St, Chicago 11, Ill.

ATTENTION ONE MAN AGENCIES
Add a complete creative staff at no cost to you. If you are overworked and underpaid trying to service your accounts, do all the creative work and production . . . and still find time for new calls, we can help you. Sorry only one agency in each of the following cities: Chicago, Indianapolis, Omaha, Baltimore, Cincinnati, and Cleveland. For full details on how we do it, write today to:
Box 128, ADVERTISENG AGE
200 E. Illinois St., Chicago 11, Ill.

ARE YOU A ONE-MAN AGENCY—
who has been thinking about retiring within five years or so? Would you like to consider working with a younger one-man agency so that you can sell your business or partially retire when you are ready? Your reply will be handled in confidence. Box 145, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

THIS MAKES SENSE
Industrial advertising to o.e.m.'s should present the benefits in the specifying engineer's terminology. As an engineer and experienced ad-man, I can write this copy. I am seeking a position as an A.E. or ad mgr. May I send a resume?
James P. Kennedy, 6554 W. Imlay
Chicago 31, Ill., Tel.: SP 4-3503

Fine, Fast, Fairly Priced Photography
pics photographers
DEARBORN 2-1062
127 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY COMMERCIAL
CONVENTION INDUSTRIAL

DISCOVERY
28 YR. OLD CATALYST.
Are you looking for substance X to trigger chain reaction in creative depts.? Formerly ass't ad mgr., one of nation's leading food companies. Proven results in commercial production, copy-writing, public relations and promotional campaigns. Excellent Radio/TV contact. Salary open.
Box 149, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

DON HARRIS has DISCOVERED
that holiday weeks down-Starch his readership, especially at Thanksgiving among the envied who'll get two days off. So, since he and Lou Paeth are now busiest on jobs men will start in after January 1, Don will list this week's needs next week for more eyes. This holiday could be the opportunity to send your resume with a letter outlining your target, if you've been putting it off.
DON HARRIS, Director
LOU PAETH, Associate Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago • WA 2-9400

EXECUTIVE COLORING BOOK
Perfect gift for the executive mind. Watch him color away the cares of the day with a safe, soft crayon. Pills, secretaries, attaché cases and other items of executive interest. Lively commentary is easy to read, and of great sociological significance. Also hilarious. Simulated leather cover, attractive gift wrap. Funny. You break up, or money back. $2.98 Postpaid
VOLUME DISCOUNT: 4 for $10
Send check or money order to
EXECUTIVE COLORING BOOK
FUNNY PRODUCTS COMPANY
Dept. A, 1047 W. Albion Ave.
Chicago 26, Illinois

Adman in the News . . . Frank Mayborn

BOCA RATON, FLA., Nov. 14—Frank Willis Mayborn, new president of Southern Newspaper Publishers Assn., was born and raised in a newspapering family.

Frank Mayborn

At seven, his parents took him from Akron to Colorado, where from 1910 till 1919, his father—Carleton Mayborn—was publisher of the old *Denver Express*. Then, for another decade, the family was in Dallas, where Carleton Mayborn was southwestern group manager for Scripps-Howard.

"We moved around the country like an itinerant preacher's family," Mr. Mayborn, now 57 and publisher of the *Telegram*, Temple, Tex., and head of five other newspaper and radio tv properties, recalls with customary Texas hyperbole.

Frank Mayborn was sent back from Texas to the University of Colorado for his college education, earning his B.A. in 1926. Summers, and while he was in school, he was a reporter on the *Dallas Dispatch*, *San Diego Sun*, *Denver Post* and the United Press.

■ He dipped into the business side of newspapers as an advertising solicitor for the *Dallas Morning News* in 1926. A year later, he was advertising manager for the Stone & Webster engineering operations in Fort Worth. In 1928, at 25, he was president of the Fort Worth Advertising Club.

His own newspaper enterprises date from 1929, when he and his father and brothers acquired the *Temple Telegram*. Five years later, Bell Publishing Co. took over the paper, publishing it under Mayborn direction. Then 11 years—and World War II—passed before Frank Mayborn acquired control in 1945.

In that same year—with his father—he acquired another Texas newspaper, the *Sherman Democrat*.

Bell Broadcasting Co. was organized in 1936 to operate KTEM (and eventually KTEM-FM). Temple. Tv was added in 1952, as KCEN-TV. In the same period, Mr. Mayborn organized Temple Sales Circular Co. and became engaged in extensive circular and publication work in the Southwest. At one time he controlled WMAK, Nashville.

During World War II, he enlisted in a tank destroyer corps, but after officer training school served briefly in public relations in Washington; then, after D-Day, at SHAEF headquarters in France. He emerged from the army as a major and was awarded the bronze star.

■ Mr. Mayborn says his various newspaper and radio-tv properties all operate with maximum autonomy. He enters the picture only if an issue arises that requires final decision.

A newspaper that is faithful to its trust will print the news, he says. "Those that don't will be extinguished by bankers or circumstances."

In the broadcast field, he says, members of his organization are imbued with recognition of their special trust. But he is inclined to view recent speeches by Federal Communications Commission Chairman Newton Minow as an effort to get publicity.

He feels the public is getting the kind of programming that it wants, and that it is entitled to have that kind of programming.

"All they have to do is turn the knob if they don't like it," he says. "There are all kinds of studies that show that this is what the public wants."

■ Tv horse operas are rooted in history, Mr. Mayborn says. In any event, he says, they are the greatest relief we have from the more serious realities of the day.

Tv has cut into the national advertising revenues of newspapers, he admits, but it does not worry him. "We'll just have to raise the general rate and take up the slack."

As a publisher in Texas, he has been involved in civic activity and politics. He has held office in the chamber of commerce and retail merchants' association and has been a member of the state Democratic committee.

"Last year," he quips, "I went to Los Angeles pledged to Lyndon Johnson, as a neighbor should," but "found myself supporting Mr. Kennedy when the trade was made." He thinks Mr. Kennedy works hard at his job, and that he's going to do all right.

On taking office he quipped, "The South's being reconstructed, and we are glad it is being done by our friends instead of our political foes."

■ During the past 10 years, Mr. Mayborn has served three three-year terms as a director of SNPA, has been a member of its labor committee (1953-'56) and chairman of its business committee (1959-'61).

In 1947 he was married to Wythel Kullen, of Kentucky and Washington, D.C., former secretary to Sen. Alben Barkley. #

Goodrich Boosts Two

John Corrigan, formerly advertising and sales promotion manager of the sponge products division of B. F. Goodrich Co., Shelton, Conn., has been named sales promotion manager of the company's new consumer products division in New York. Goodrich also has named David M. Donald, formerly with Young & Rubicam, manager, new product planning, of the consumer products division.

Weiner Joins TvB

Jack B. Weiner, formerly an associate editor of *Television*, has joined the Television Bureau of Advertising, New York, in the new post of manager of national sales development.

Westport has excellent schools, beaches, moorings and a community club-park.
My charming home has a large living room with fireplace, 3 bedrooms and large studio/bedroom. Cooled by attic fan. 2 baths.
Big 2-car garage, playroom, laundry, sundeck.
High, drained wooded acre, on circle of a dead-end maintained road.
Oversize screened terrace close to dense woods makes a cool living room.
Well worth a visit to Hal Darrow, 38 Highland Road, Westport, Conn. Dial 203 CA 7-7848.

STRICTLY FRESH
copy
DESTELLE
FREE-LANCE WORDSMITH
622 WAVELAND · CHICAGO 13 · LINCOLN 9-1751

Kids

will get $26.5 billion worth of schooling this year. That is what schools of all types will spend to build, equip and operate their systems. They will spend even more as they add 69,000 new classrooms each year, to house their growing enrollment.

This is the *total* school market. You can now sell it all with just one big publication: SCHOOL PRODUCT NEWS. Starting in January, SCHOOL PRODUCT NEWS will carry your sales message to 75,000 prime buying influences in public, private and sectarian schools, colleges and universities, even the schools run by industry.

Readers will look to SCHOOL PRODUCT NEWS every month for only one thing: facts to help them specify and buy. *You can sell schools best in this magazine that helps them buy.* The premiere issue of SCHOOL PRODUCT NEWS closes December first. We will rush a complete market/media file to you if you will wire or call

School Product News
an Industrial Publishing Corporation magazine
812 HURON ROAD · CLEVELAND 15, OHIO · SU 1-9620
OFFICES: NEW YORK · CHICAGO · LOS ANGELES · LONDON

'One-Design Yachtsman' to Bow

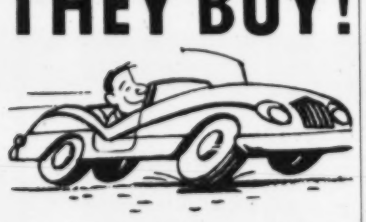
One-Design Yachtsman, a new monthly magazine to be published by One-Design Yachtsman Inc., 44 E. Superior St., Chicago, will bow with a January issue. Publisher is Knowlee L. Pittman, for the past five years assistant public relations manager of Kraft Foods. Before that he had been with Needham, Louis & Brorby. Mr. Pittman said initial circulation will be to 20,000 active sailors of small, one-design sailboats. Advertising rates are based on $480 per b&w page, one time.

Metlis & Lebow Adds Accounts

Fire Safety Consultants, Lodi, N. J., which has not advertised for some time, has named Metlis & Lebow Corp., New York, to handle advertising for prefabricated steel fallout shelters. Metlis & Lebow also has been named to handle advertising for Marsan Industries, American Telecircuit division, Newark.

What they see on WJAC-TV

THEY BUY!



If you're driving for better sales in the Johnstown-Altoona market, you'd do well to take a "test ride" on WJAC-TV.

More people watch WJAC-TV than any other station, according to both ARB and Nielsen. But, more important, these people go out and buy the products they see on WJAC-TV.

Put yourself in the driver's seat, with a selling campaign on WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

Periodical Distributors Laud ABC Move on Cut-Rate Subs; Hit 'Eaten' Copies Proposal

CHICAGO, Nov. 14—The Council for Periodical Distributors Assns. this week is preparing a letter to the Audit Bureau of Circulations which will back one proposal to curb cut-rate subscriptions while attacking another proposal which concerns newsstand sales.

The distributors group at its convention here last week passed a resolution to send the letter to ABC, with copies going to all publishers which sell magazines via newsstands.

The two proposals with which the distributors are concerned were made by E. Huber Ulrich, senior vp and director of circulation of Curtis Publishing Co., at the ABC meeting here last month (AA, Oct. 23).

No. 1 would require that a subscription, to qualify as net paid circulation, must be sold at not less than half of the aggregate single copy price (rather than not less than half the regular subscription price). No. 2 would remove from net paid circulation the single copy sales of an issue where there is direct financial inducement for wholesalers or dealers to "eat" copies (destroy copies in order to reach a certain discount plateau). These proposals were discussed at the ABC meeting but were not adopted.

The distributor group will commend the first proposal but protest the second one, according to Robert Haig, New York, executive secretary. The implication of the second proposal, he noted, was that dealers do not make honest reports of sales.

■ At the CPDA meeting last week, results of a survey were released showing the impact of magazines and paperback books on drug store sales.

The research, conducted in Cleveland by Western Reserve University's bureau of business research, indicated that a surprisingly large percentage of magazine purchases in drug stores are "impulse" buys. About 13.2% of the people who enter a drug store for any reason come out with a magazine, the survey found.

■ The survey also showed that 75% of all drug store shoppers buy their retail magazines in drug stores only; 95% of all drug store shoppers buy their paperbacks in drug stores only.

'SCIENTIFIC AMERICAN' EDITOR GETS MAGGIE

CHICAGO, Nov. 14—The Council for Periodical Distributors Assns. named Dennis Flanagan, editor of *Scientific American*, recipient of its 1961 Maggie Award as "outstanding magazine editor of the year." Editors of 200 magazines voted in the Maggie election.

Dennis Flanagan

Mr. Flanagan, editor of *Scientific American* since 1948, received the award from Herbert R. Mayes, president of McCall Corp. and last year's winner.

CPDA gave only one award this year. In previous years, Maggies were awarded in several categories. The "outstanding editor" award was introduced last year. #

McGraw-Hill to Launch 'Engineering Digest' in Feb.

McGraw-Hill Publishing Co. will add a second digest to its roster next February with a new magazine geared to students in engineering courses. Titled *McGraw-Hill's Engineering Digest*, the magazine will be a monthly, published eight times a year, excluding vacation months, June through September. The digest will be 5½x8", offset printed, and initial emphasis will be on recruitment advertising. The b&w page rate will be $600. An initial paid circulation of 25,000, exclusively among students and faculty members, is anticipated. The digest will be sold singly and in bulk for $1 a copy.

Raymond W. Barnett, assistant to the publisher of *Purchasing Week*, now takes on the additional responsibility of general manager of the new magazine. George E. Pomeroy, manager of the company's classified advertising division and director of sales training, will be responsible for ad sales. The magazine will digest articles from other McGraw-Hill publications.

1953 61

Take a second look

at the size of North Carolina cities

CITY	CITY ZONE POPULATION
CHARLOTTE	239,131
WINSTON-SALEM	154,124
GREENSBORO	125,032
RALEIGH	101,286
DURHAM	83,973
ASHEVILLE	79,942

City zone figures tell the real story . . . and Winston-Salem's blossoming population is spilling over conventional city boundaries . . . creating pace-setting growth and exciting sales opportunities.

WINSTON-SALEM JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.

'Philadelphia Bulletin' Offers Thanksgiving Issue Discounts

The *Philadelphia Bulletin* is offering a discount rate for the first time in its history to retail advertisers in its Thanksgiving Day issue. Department stores can get 25¢ per line off their regular contract rate, if they run at least six pages of advertising. Other retailers get 15¢ off per line. Discount store chains are allowed the 25¢ decrease if they increase their linage 25% over last year.

The *Inquirer*, on the other hand, was not offering any special discount for the Thanksgiving issue, which usually is that daily's heaviest. Last year, it ran 132 pages, largest in the *Inquirer's* history. The *Bulletin* ran 88.

Bernstein Named PR Head

Robert A. Bernstein has been promoted from trade press executive to director of public relations of Westinghouse Broadcasting Co., New York, filling the vacancy left by Michael R. Santangelo, transferred to the programming department recently.

DDB Names Allentuck

Joseph Allentuck, formerly with Reach, McClinton & Co., has been named to the newly-created position of assistant treasurer of Doyle Dane Bernbach Inc., New York.

Advertisers in This Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

Advertising Age	90
Advertising Checking Bureau	46
Advertising Trades Institute	52
Agricultura de las Americas	32
American Banker	44
American Broadcasting Co.	60-61
Architectural Forum	103
Associated Business Publications	108
Atlantic City Press	55
N. W. Ayer	99
R. H. Bacon	52
Bandelier Films	113
Barr Rubber Products	58
Benton Harbor News-Palladium, St. Joseph Herald-Press, WHFB	95
Better Homes & Gardens	42-43
Leo P. Bott Jr.	40
Boys' Life	25
Bridal-Pax	4
Budget Rent-A-Car System	36
Bureau of Advertising	49
Burgess Vibrocrafters	94
Burgoyne Index	108
Burrelle's Press Clipping Bureau	44
Business Week	89
Canadian Business Newspapers	80
Carey Press Corp.	48
Cedar Rapids Gazette	118
Chemical Week	101
Chicago Tribune	21
Colind Photography	46
Consumers Institute	92
Contemporary Ceramics	28
Copley Newspapers of Northern Illinois	59
Dentsu	53
Denver Post	54-55
Des Moines Register and Tribune	28
Detroit Free Press	93
Detroit News	26-27
Doane's Business Magazine for American Agriculture	93
Dobeckmun	90
Ebony	46
Edmonton Journal	64
Electrical Merchandising Week	6
Electronic News	11
Elks	24
Emery Air Freight	85
Family Weekly	81
Fargo Forum	111
Farm Journal	45
Farmer-Stockman	56
Financial Post	66
Georgia Group	56
Glamour	50
Green Bay Press-Gazette	94
Greeneville News & Piedmont, Columbia State & Record, Charleston News & Courier and Post	113
Grit	13
Haberule	82
Hamilton Spectator	73
Holiday	34-35
Hotel Commodore	49
Houston Chronicle	82
Houston Post	57
Indianapolis Star and News	38
Industrial Research	39
Inpak Systems	107
KMOX-TV	33
KVOS-TV	78
Lake Shore Drive Hotel	106
Liberty	72
Life	120
London Free Press	66
Look	5
Lubbock Avalanche-Journal	40
MacLean-Hunter	75
McGraw-Hill Publishing Co.	83
Miami Herald	29
Modern Retailer	111
Montreal Gaette	67
Montreal Star	65
Moody Monthly	55
Moose	38
Municipal Group	84
National Observer	18-19
New Equipment Digest	91
New York Times	105
Le Nouveau Journal	62
Orchids of Hawaii	113
Orlando Sentinel-Star	52
Parade	96
Paul, Phelan and Perry	70
Le Petit Journal	67
La Presse	74
R-W Corp.	118
Reader's Digest	37
Sawyer-Ferguson-Walker	32
Sawyer's	118
School Product News	115
Scientific American	47
Sersen's Imprinting	85
Seventeen	9
Sheraton Hotels	78
Skyline TV Network	95
South Bend Tribune	91
Southam-MacLean	68
Statistical Tabulating Corp.	92
Syracuse Herald-Journal, Herald-American and Post-Standard	8
Tacoma News Tribune	4
Tampa Tribune and Times	40
Time	30-31
Tool and Manufacturing Engineer	28
Toronto Daily Star	79
Toronto Star Weekly	69
Toronto Telegram	76-77
Top European Advertising Media	20
Tucson Star Citizen	20
TV Guide	22-23
U.S. News & World Report	87, 106
Wall Street Journal	41
Washington Post	17
WAVE-TV	108
WCCO-TV	48
Weekend/Perspectives	70-71
Western Horseman	53
WFAA	107
WGN	36
Winston Salem Journal and Sentinel	116
Wirtz, Haynie & Ehrat	58
WJAC-TV	116
WJR	84
WKZO-TV	24
WOC-TV	111
Woman's Day	119
Worcester Telegram and Gazette	14-15
WSB-TV	58
WTRF-TV	90
Young Beauty & Hair Style	82
Young & Rubicam	7

Moloney Birke Mrs. Yawn Condict Mrs. Eder Eder Webber Barnhill Mrs. Barnhill Mayborn Butler Phillips Heyn McKnight Story

SNPA CONVENTION GOERS—*Among those attending the Southern Newspaper Publishers Assn. convention in Boca Raton were Herbert Moloney and Wilson Condict, Moloney, Regan & Schmitt; William D. Birke, Advertiser and Herald Dispatch, Huntington, W. Va.; Mrs. J. Luckett Yawn Jr., whose husband is with the Miami News; Mr. and Mrs. Lloyd G. Eder, Savannah News & Press; C. E. (Chick) Webber, Herald and Journal, Spartanburg, S. C.; Mr. and Mrs. Lester Barnhill, Miami Herald; Franklin Mayborn, Telegram, Temple, Tex., and new president of the Southern Newspaper Publishers Assn.; J. H. Butler, Houston Chronicle; Loyal Phillips, St. Petersburg Independent; Ernest V. Heyn, Family Weekly; C. A. McKnight, Charlotte Observer; and Howard C. Story, Story, Brooks & Finley.*

Dailies' National Linage to Gain With Sales Drive in '62: Lipscomb

(Continued from Page 1)

slated as all-out target presentations.

At least 10 more target presentations are listed for beer advertisers, he promised. In the candy field, the bureau expects to follow its presentations to Mars and Hershey with a target presentation to Curtiss Candy Co.

■ Mr. Lipscomb said agency relations constitute a sensitive problem for the BofA. The bureau spends as much as $30,000 for studies showing a particular advertiser how he can use newspapers; it is picking from a list of 500 companies with 2,000 product "targets," each spending $1,000,000 or more for advertising.

"We have to convince the agency that we do not expect to make a practice of going around them, that we want to do it just this once," he said.

Highlighting the need for the program, Mr. Lipscomb noted that all national advertising has been climbing in 1961 except newspaper advertising. In the first nine months, national newspaper linage was off 6%, he said. The bureau anticipated a last quarter recovery to reduce the year's loss to 4%, but October was disappointing, he said, and November "is worse."

■ His slide presentation included a summary of a 28-minute presentation which the bureau made to executives of the Wm. Wrigley Jr. Co. Wrigley was told newspapers will bring the message to teen agers and adults, and that identification with newspapers will make gum more acceptable socially.

Wrigley was advised to use a two-ply newspaper program—one-third to one-sixth page units in 405 comics sections weekly, for $4,681,000; and combinations of 28 and 56-line ads on Tuesdays and Thursdays in every newspaper, for another $4,181,000.

"That's the spot technique, just as in tv," Mr. Lipscomb said.

■ Commenting on the national advertising sales chore outlined by Mr. Lipscomb, the outgoing SNPA president, Robert C. Millar, of the *Jacksonville Times-Union*, recalled that years ago, when Wrigley tried to buy odd-shape ads on comics pages, publishers were indignant. "We'll take it in any shape now, any size," he quipped. "Where do they want it?"

At other sessions, publishers were also voicing difficulties over rate problems with special supplements and suburban shopping centers.

One publisher told about his experience with Hi-Fi inserts. He reported some advertisers had been seeking rebates because they supplied paper instead of using newsprint. His newspaper has had 18 this year, despite its consistent refusal to make any rate concession.

■ George Biggers Jr., of the *Atlanta Constitution*, was among the publishers discussing shopping centers. A number of instances were reported where shopping centers sought a zone rate, on the ground that they are not interested in the newspaper's entire circulation.

Mr. Biggers reported that the *Constitution* refuses to give a zone rate, but that it lets a merchant operating under the signature of a shopping center earn its own rate. He distributed copies of a detailed customer count that the *Constitution* made to convince Lenox Square Shopping Center that the newspaper produces a large volume of business from areas which that center would not reach if it relied on neighborhood circulars.

■ Zone selling by *Life* was singled out for attention by Frank Aycock, of the *Memphis Commercial Appeal* and *Press-Scimitar*, chairman of SNPA's advertising committee. Through zone selling, he warned, *Life* will be competing for regional accounts which currently rely largely on newspapers.

He reported that his newspapers already have produced breakdowns comparing *Life's* Memphis coverage with the local coverage of the Memphis newspapers. "It behooves all of us to think in terms of this new competition," he warned.

Frequency discounts, which had been a major topic of discussion last year, were not mentioned at this year's convention. Mr. Aycock told ADVERTISING AGE the interest in standard rate cards disappeared because newspapers continue to insist on maintaining their own variations.

■ Outgoing President Millar said his newspaper had just issued a new rate card a little over a year ago, and that he saw no sense in issuing another "with higher rates and bigger discounts." He said he had not heard any complaints from his sales department.

George W. Hojelbn, of the *Post Herald*, Beckley, W. Va., and *Raleigh Register*, commented that quantity discounts are becoming increasingly popular, but that, except for large metropolitan newspapers, frequency discounts have no special advantage for publishers.

At panel sessions and in the corridors, publishers discussed experience with newly automated composing room equipment and offset presses. Summarizing the cost problem, James H. Couey Jr., new general manager of the *Tampa Times* and *Tribune*, noted that newsprint and labor account for two-thirds of the production costs of publishing a newspaper. "The price of newsprint has more than tripled in 20 years," he said. "Employe costs have more than doubled in the same period, and equipment costs have risen comparably."

■ Charles Kingsley, of ANPA's research institute, reported on experiments with water-base ink which may eliminate show-through and smudging. Tests are now under way, using a unit of the *Chicago Tribune*, he said. "If this is successful, a whole press will be adapted for r.o.p. color, and we may find that we have eliminated the show-through problem."

The advertising committee reported that 123 members had used the series of institutional ads which SNPA developed to promote newspaper industry public relations this year, and that 92 others used a series which was released by the *Philadelphia Daily News*. A new series of 12 1,000-line "hard sell" ads now being developed by ANPA was offered to SNPA members at about $1.70 per ad.

■ The SNPA members from 14 states elected Frank W. Mayborn, of the *Telegram*, Temple, Tex., president. He succeeds Mr. Millar, who becomes chairman of the board.

After more than 40 years, the office of vice-president was reconstituted, possibly as a training spot for the next year's prospective president. J. Kelly Sisk, of the *Greenville News* and *Piedmont*, who has been SNPA director from

Hussman Gramling Bixby Travis Foulon Honea

NEWSPAPER WHEELS—*Giving the camera a smile at the Southern Newspaper Publishers Assn. meeting were Walter Hussman, Palmer Newspapers of Arkansas and Tennessee; Oliver Gramling, Associated Press; Tams Bixby Jr., Phoenix and Times-Democrat, Muskogee, Okla.; M. J. Foulon, Branham Co.; Robert A. Travis, Color Production Service, New York; and Bert N. Honea, Ft. Worth Star-Telegram.*

Wright Engel Ethridge Covington Aycock

REFRESHING—*Taking a few moments for refreshment at the This Week Magazine party during the SNPA meeting were Ben Wright and Euclid M. Covington, This Week; K. A. Engle, Little Rock Democrat; Mark Ethridge, Louisville Courier-Journal & Times; W. Frank Aycock Jr., Memphis Commercial Appeal.*

Cope Hyams Nicholson Knight Gough

PUBLISHERS ROW—*Talking shop at the Southern Newspaper Publishers Assn. meeting were Millard C. Cope, News-Messenger, Marshall, Tex.; Chapman H. Hyams III, J. K. Nicholson and Robert E. Gough, New Orleans Times-Picayune & States; and James L. Knight, Miami Herald.*

Haslam Armistead Guy Walker

RELAXATION—*Enjoying a moment of socializing at the Southern Newspaper Publishers Assn. meeting were George Haslam, King Features Syndicate; M. W. Armistead III, Roanoke Times and World-News; Walter L. Guy and Thomas W. Walker, Sawyer-Ferguson-Walker Co.*

South Carolina for the past five years, was elected vice-president.

Ben Hale Golden, of the *Chattanooga Times*, was re-elected treasurer, and Tom Tanner was re-elected to a ninth term as secretary-manager of the association.

Ambrose G. Hampton, *Columbia Record* and *State*, was elected director from South Carolina to fill the remaining year of Mr. Sisk's term. Other state directors elected for three-year terms were C. P. Liter, *Baton Rouge State Times & Advocate;* Robert N. Hederman Jr., *Jackson Clarion Ledger & News;* Hal Tanner, *Goldsboro News Argus;* E. P. Charlet, *Nashville Tennessean* and *Banner;* and William D. Birke, *Huntington Advertiser & Herald-Dispatch.* #

Maritz Names Lynch

Maritz Inc., St. Louis, sales incentive company, has appointed Richard C. Lynch Advertising Co., St. Louis, to handle its advertising. Frank Block Associates, St. Louis, formerly handled the account. The company will concentrate its 1962 budget in *Fortune*.

Blake Moves Offices

Dan Blake & Associates, Milwaukee agency, has moved to new quarters at 9203 W. Bluemound Rd.

RALF SPANGLER

LOS ANGELES, Nov. 14—Ralf Spangler, 62, president of General Advertising Agency, died at Queen of Angels Hospital here Nov. 12. Death was reportedly due to a blood ailment.

Mr. Spangler was a native Ohioan who came to California 38 years ago. His advertising experience included a stint with the mail order advertising department of Sears, Roebuck & Co. in Chicago. Mr. Spangler also worked as an account executive in the old Hinson-O'Donnell agency here in the mid-1930s.

He founded General Advertising, one of the two oldest agencies operating under their original names in Los Angeles 27 years ago. The agency recently merged with Summit Advertising, but retained its original name.

Mr. Spangler was secretary-treasurer of the Western States Advertising Agency Assn.

A. A. PADDOCK

BOULDER, COLO., Nov. 15—A. A. (Gov) Paddock, 74, publisher of the *Boulder Daily Camera*, died at his home Nov. 7 after several months' illness. A native of Boulder, he was the grandson of Valentine Butsch, founder of the weekly *Boulder Tribune* and the *Daily Camera*.

EDWARD M. BLAND

PHILADELPHIA, Nov. 14—Edward M. Bland, 45, formerly advertising manager of Philco Corp.'s consumer division and former head of the copy department of Maxwell Associates, died suddenly at his home last Thursday.

Mr. Bland had recently resigned from a stock brokerage company here and was planning to return to the advertising business.

Flatley Resigns from WBKB

Jack Flatley, an account executive for WBKB, has resigned after 13 years with the Chicago television station. Mr. Flatley, who will announce his plans after a short vacation, was a member of the original staff of WBKB, which is owned by ABC-TV.

Meltzer Opens Toronto Subsidiary

DETROIT, Nov. 15—Richard N. Meltzer, president of the agency bearing his name, announced today the formation of a Canadian subsidiary, Richard N. Meltzer Advertising (Canada) Ltd., with offices in Toronto.

Paul Giguere, formerly an account supervisor in D'Arcy Advertising's Toronto office, is manager of the new Meltzer branch. Barton Wakefield, formerly with Walsh Advertising Co., Windsor, is account executive. Additional personnel will be announced later, Mr. Meltzer said.

The new office lists five accounts: American Building Maintenance Co., Auto-Europe Ltd., and the newly-formed Simca of Canada (AA, Oct. 30), all of Toronto; A&W Drive-Ins of Canada, Winnipeg; and Gray Line franchise operations in several Canadian cities. Meltzer handles the U.S. counterparts of these accounts in its Detroit, New York, Los Angeles or San Francisco offices.

■ Of the five, Simca represents the biggest billing. The 1962 Simca will be introduced Nov. 23 in Canada with the "largest advertising budget ever," according to Mr. Meltzer.

Mr. Meltzer said his agency, with about $5,000,000 billings, is probably the smallest U.S. agency to open a Canadian subsidiary. "The type of total marketing participation that this new agency can provide," he said, "is a definite contribution we can make to the small and medium-size advertisers with Canadian, North American or worldwide distribution." #

'Milwaukee Journal' Struck; Uses Typists to Set Stories

Mailers of the *Milwaukee Journal* walked out Nov. 15 on strike over a new contract. The old one expired April 28. The *Sentinel*, covered by the same contract, was not hit. Members of the typographical union, affiliated with the mailers, walked out also. The paper has continued printing by having stories typed up by a stenographic pool, with engravings made of pages laid out with these typed stories. This is the same method Chicago newspapers used to continue publication for 22 months when they were struck by typographers in 1947.

About 14 pages of ads were left out of the Thursday edition of the *Journal*. Some advertisements had been set in metal before the strike started.

Weir Hits 'Theatrical' Hiring, 'Blithe' Firing

(Continued from Page 1)

more to lose than the agencies themselves."

Mr. Weir said the chief cause between the supposedly unsatisfactory relationship between the Florida Citrus Commission and Benton & Bowles "lay not so much in the performance of B&B as in the performance of the commission," and said questionnaires aimed at finding out how to work better with present agencies will be more rewarding and less time-consuming than questionnaires sent to prospective agencies.

■ Donahue & Coe research on 1960 account shifts disclosed that, in terms of dollar volume, almost one-third were with their previous agencies less than a year, an additional 20% less than two and a half years. "I have seen little in the way of brilliant new advertising to lead me to think much was gained by the change."

■ William K. Beard, president of Associated Business Publications, took a swipe at association-owned publications which operate tax free, because they are part of non-profit organizations, yet bleed ad dollars away from other publications.

"These papers are not bought for their advertising values," he said, "but because of a political wedge, or a 'me-too' appeal that works."

Mr. Beard pointed to the American Bankers Assn., which he said is "up to its eyebrows" in tax-free publishing, but at the same time is "scurrying about Washington and across the land decrying the tax privileges enjoyed by the savings and loan associations." #

New Gas Brands May Tell End of Super Premiums

(Continued from Page 1)

the so-called super premium grades.

■ While Humble said nothing, in its announcement, about future plans for its super-premium brand (Golden Enco Extra in the West, Golden Esso Extra in the East), one newspaper reporter was told, "Golden Esso is out."

Meanwhile, Continental Oil Co. is testing a super-premium brand of its own in Iowa, Kansas, Missouri and Nebraska.

"This new product . . . will enable owners of compact cars and other new model cars, some of whom may not now get top performance from regular gasoline, to buy a gasoline superior to regular and particularly suited for their economical use," said W. W. Bryan, Humble's vp for marketing.

"This program will be merchandised in various ways in the different test markets to determine the best way to present the new three-grade system to the motoring public," he said.

■ Gulf is broadening the market for its new economy grade gasoline, called Gulftane. Beginning Nov. 17, Gulftane will be marketed throughout most of Texas and in the Charlotte, N.C., area. Testing began in June in the San Antonio area. In a test in Buffalo, N.Y., Gulf was forced to take a page-size newspaper ad to protest that it wasn't attempting to start a price war.

The *Wall Street Journal* reported that Gulf will drop its Crest line, as it introduces Gulftane in each marketing area. Gulf will upgrade its regular Gulf and convert No-Nox into a super-premium gas, which it will market as New No-Nox.

Gulf's moves are considered by oil men as an effort to compete with unbranded gasolines, which sell at about 2¢ below advertised brands. Gulftane is about two octane numbers below the regular grades.

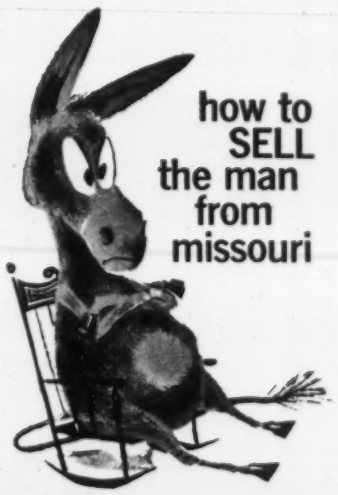
■ Gulf told reporters, "Gulftane represents a new gasoline especially formulated to offer a quality product to those motorists to whom price is paramount, and whose cars do not require the higher octane types."

Gulf isn't trying to bring about price wars, it said. #

Bruce Brewer, Jones & Hanger to Merge Feb. 1

Bruce B. Brewer & Co., and Jones & Hanger Inc., both Kansas City, will merge, effective Feb. 1, 1962. The combined operation will continue under the name of Bruce B. Brewer & Co., a partnership. The merged agency will have total billings of more than $5,000,000, Brewer said.

Jones & Hanger officers to be named new partners in Brewer in 1962 are M. Frank Jones, founder and president; Robert C. Hanger, co-founder and vp; Jack W. Dick-Peddie Jr., vp and account executive; and Donald G. Forbes, vp. The combined agency will headquarter in Brewer's present offices.



how to SELL the man from missouri

It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language everybody understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is always seen—never goes into the wastebasket. Your prospect sees your product exactly as it is—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

Put View-Master Stereo to work for you—write today.

SEND FOR FREE SAMPLE: View-Master product reel and hand viewer. Mail coupon to Sawyer's, Inc., Dept. A, Portland 7, Oregon.

Name_____

Company_____

Street_____

City_____ Zone____ State____

ΠΡΩΤΟΣ*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

ΠΡΩΤΟΣ means First in Greek

MISSILE ROCKET BALL PENS
WITH YOUR 4 LINE AD . . . A SURE HIT!
Individually Gift Boxed
For Holiday Giving
Sample & Price List
R-W CORPORATION
22849 Ventura Blvd., Woodland Hills, Cal.

THE ONE BEAUTY AID that gets the others used

Gals love to dream—*but they much prefer to look worth dreaming about.* And that's where the practical, realistic editing of Woman's Day comes to the aid of every woman.

For this is a woman's service magazine edited for its reader's appearance rather than just its own—as well as the appearance of her home, her family, and her table. Look into its pages—find out why Woman's Day inspires the kind of feeling that makes more than 5,500,000 women go out and buy it, use it, clip it, keep it.

This practical attitude has practical results. Jan.—Sept. 1961 Woman's Day circulation is UP 10% over 1960. Outlets are UP 17% (17,189 food stores now sell Woman's Day). As a result, November revenue is UP 12% over 1960 because more and more advertisers are learning that *Woman's Day helps get products <u>used</u>.*

©1961 Fawcett Publications Inc.,

1936 MARGARET BOURKE-WHITE

1938 THOMAS McAVOY

1941 ROBERT LANDRY

1955 ELIOT ELISOFON

1959 ARTHUR SHAY

1948 W. EUGENE SMITH

1937 ROBERT CAPA

1949 LEONARD McCOMBE

1951 JOE SCHERSCHEL

1955 ELLIOTT ERWITT

1961 ELIOT ELISOFON

1950 DAVID DOUGLAS DUNCAN

PROMISE AND PURPOSE

This Thursday, Thanksgiving Day, LIFE will celebrate its 25th year of eyewitnessing for the world its pains and pastimes, its problems, its progress, its peoples.

Outer space, mental illness, cancer still elude man's conquest. The place of the artist, the intellectual, the aged in our society is debated as never before. The fates of Asia, Africa, South America, the U.N, freedom itself hang in the balance. All these question marks demand our enlightenment, our knowledge, our understanding.

And so, as LIFE begins its second quarter-century, we rededicate ourselves to greatness of performance. On LIFE's past achievements, illustrated by the memorable photographs assembled here, we are building LIFE's promise for the future.

In every issue, LIFE seeks to further the pursuit of excellence and the fulfillment of America's National Purpose: to win the Cold War and to build a better America. To illuminate the many aspects of human life for millions who might otherwise not see. To be a Great Magazine of Human Experience.

LIFE

1956 JOHN SADOVY

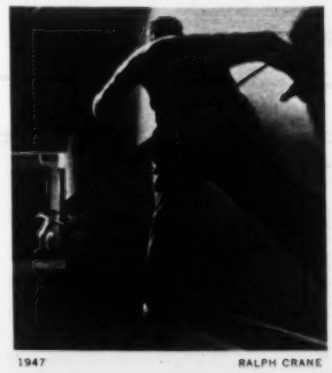
1944 W. EUGENE SMITH

1950 FRANK LERNER

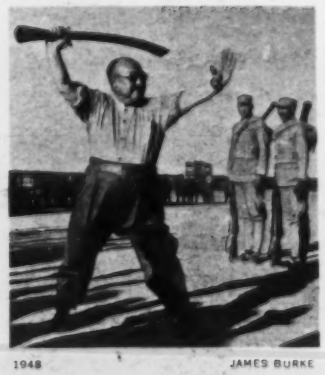
1956 HOWARD SOCHUREK

1957 HANK WALKER

1945 ALFRED EISENSTAEDT



1947 RALPH CRANE



1948 JAMES BURKE

1951 MICHAEL ROUGIER

1946 HANSEL MIETH

1956 DMITRI KESSEL

1961 GORDON PARKS